

COFFEE AND TEA INDUSTRIES

AND THE FLAVOR FIELD

**JULY
1960**

FORMERLY THE SPICE MILL • 83RD. YEAR






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NEW YORK, 120 WALL STREET




AND CO.
SINCE 1886


COFFEE BROKERS and AGENTS
427 GRAVIER STREET, NEW ORLEANS



Why are we spending one million dollars to advertise Colombian coffee? Why are you seeing one ad after another featuring Juan Valdez? What can this program do for roasters?











It is no secret to you that Colombian coffee is essential to good  coffee blends.








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They're keeping quality up and costs down—
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Good coffee stays good in

Pliofilm

BY

GOOD YEAR

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P. SARAINA

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COFFEE & TEA INDUSTRIES and The Flavor Field

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AND THE FLAVOR FIELD

FORMERLY THE SPICE MILL - 83RD. YEAR

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VOL. 83, NO. 7

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83rd Year

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"THE PIONEER PUBLICATION IN THE COFFEE, TEA AND SPICE FIELD"

JULY, 1960

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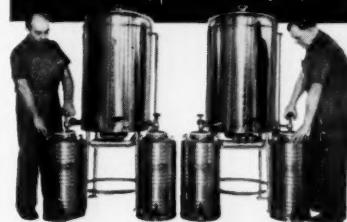
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Special fiber glass insulation does the trick so you can be sure the brew is always piping hot, on the spot.

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Guest editor, Eugene G. Laughery, president
of the Coffee Brewing Institute, discusses
the role of science in coffee's future . . .

"quality in the coffee cup"

Industry leaders generally agree that success in the Sixties for the coffee trade will depend largely upon promotion. On the basis of population forecasts, the future would seem to hold great promise. But, to capitalize on this the growing market will demand new methods and new approaches. As history of the recent past demonstrates, more consumers do not automatically produce more sales.

To keep abreast of the times, to insure profits, increased business and customer loyalty will require the most modern of merchandising methods, particularly by those in the institutional section of the coffee business. Salesmanship of the Sixties must be based on fact, scientific fact, and on service to the immediate customer and through him to the ultimate consumer of coffee.

Science, which today dominates the thoughts and energies of modern man, is becoming a vital force in the coffee business. It is providing one of the largest and most exciting sources of new merchandising and promotion ideas. Out of the laboratory, and as the result of research, have come new techniques which already are aiding materially in the marketing of coffee. Among these new techniques is an objective method for evaluating coffee beverage; a method for on-the-spot beverage tests; a mail order brew analysis service; and an equipment evaluation service.

Capitalizing on this new knowledge de-

mands a new concept of sales and service training. Not only must management have a full understanding of the developments taking place, but more important, the man who sells the coffee must be thoroughly indoctrinated. In many ways he is the keystone of a coffee marketing operation. How well he knows his business, how much assistance he can render his customers beyond providing the basic product, can have a profound effect on the health and stability of the firm he represents.

It was to meet the demand for such training that The Coffee Brewing Institute, Inc. has organized a brewing school at its headquarters in New York. Its objective is to provide sales staffs and others with a thorough knowledge of the methods and factors involved in consistently producing a fine coffee beverage. This, after all, is the ultimate criteria of quality in the public mind. No matter how fine a blend may be, if its qualities do not reach the cup it is not acceptable.

Ventures of this type are opening up a whole new area of thought and action in coffee merchandising, not only for the sales representative but for the advertising and promotion man. They are providing new things to talk about, new things to plan on. Furthermore, they provide the basis for truly constructive salesmanship—selling based on showing the customer how to make the best possible use of your product.

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MORE
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***Proper Packing Calls For
Balanced Particle Sizes***



Only Burns True-Flow bins give you all these:

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and steep flare avoid pockets and keep the coffee flowing to the weighing machine in a uniform mix.

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move the ground coffee from both ends of the trough to the center discharge.

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IN SAN FRANCISCO
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Newly invented Brew-A-Cup automatic coffee machines are shown on production lines of Rudd-Melikian, Hatboro, Pa., plant. Units can serve up to 500 cups of coffee, each individually brewed.



Increased usage of coffee vending machines forecasts . . .

Record Coffee Sales in 1960's

By K. CYRUS MELIKIAN
Executive Vice President,
Rudd-Melikian, Inc.

During the next ten years, it is predicted that the sales and profits of the coffee industry will rise to unprecedented heights. One major contributing factor will be the increased usage of the products and services of the automatic merchandising industry, and especially of the coffee vending machines.

These new records can be attained through well-coordinated marketing programs that are created, implemented and accomplished jointly by the two industries. Such programs will result in broader distribution of product, more consumers, greater per capita consumption, and therefore, increased sales, and in direct ratio, increased profits.

Another factor that portends a bright future through the increased use of automatic vending machines is the fact that last year about 131,000 machines served 1.5 billion cups of coffee. That is significant when it is considered that fifteen years ago there were no machines serving coffee automatically at the drop of a coin, or the push of a button.

Recently a spokesman for the industry pointed out this truism: "no single product in vending has enjoyed the fantastic growth of hot coffee. Even the industrial recession of 1957-58 failed to slow down the expansion of coffee vending.


The dollar volume of vended hot coffee is growing at an even more rapid pace because more and more machines are selling the product for a dime."

Another key clue to the bright future for coffee is to be found in Wall Street's sudden recognition of the automatic merchandising industry. It has labeled shares of the public-owned companies as "growth stocks." And even though these companies account for but 10% of the total volume of business, it does indicate the future for the entire industry as well as its related industries.

Sales in 1959 for the automatic merchandising industry reached a record \$2.3 billion. And during the next decade, authorities estimate that the growth pattern will accelerate to the extent that by 1970 the industry may be doing as much as \$6.6 billion annually.

There is available substantiating evidence to lend support to this prediction, too. For example, the population at its present rate of growth will exceed 210,000,000 persons within 10 years. The working force will be approaching 100,000,000 mark. At least 14,000,000 of these will be brand-new workers. There will be an ever-increasing availability of leisure hours, and at the same time a reduction in work hours. And perhaps one of the most important factors that will influence greater use of

(Continued on page 9)



*Importers
to the Tea Trade
since 1846*

Carter, Macy Company, Inc.

37-41 Old Slip, New York 5, N. Y.

MEMBER: TEA ASSOCIATION OF U.S.A.

vending machines forecast record coffee sales

(Continued from page 7)

coffee vending machines is the ever-increasing acceptance of the products and services of the automatic merchandising industry.

Much of the coffee vending industry's growth, which is tied in directly with the coffee break, can be attributed to the creation of coffee sales in many completely new markets that do not compete with other existing coffee facilities. Machines have been made available in inaccessible locations such as plants, schools, supermarkets, military bases and many other places where before coffee services were not available. This availability creates new distribution of coffee and generates a new and valuable area of coffee marketing. These new locations, in many instances, complement present coffee services, and rather than compete, help increase their volume sales. The availability of coffee on a 24-hour-a-day basis is stepping-up consumption by many people who previously were just one-a-day drinkers.

These stepping stones toward a bright future, however, create a challenge to the coffee industry.

It is unfortunate, but true, that it is easier today to get a carbonated beverage than it is to get a glass of water or a cup of coffee. Reason: the carbonated beverage companies have done a superb merchandising job which has resulted in an astronomical acceptance of their products.

In 1959 the automatic merchandising industry's 131,000 machines had gross coffee sales of \$150,000,000, while 1,000,000 cold drink machines grossed \$633,000,000.

Here are more significant figures. In 1959, 152,000 cold drink vending machines were built, sold, and put into operation. In the same year, only 17,079 coffee and hot beverage machines were built, sold, and placed in operation.

If 152,000 coffee machines had been built, sold and placed into operation, and if each averaged only 50 cups per day, the total number of additional cups of coffee consumed would be slightly over 7,600,000 cups per day. That indicates what could be ahead for coffee vending.

The future for the coffee industry is nestled in a virtually untapped market. Instead of there being only approximately 150,000 machines in operation today, there should be ten times that many for there are enough locations available where people work and play. But how can this be accomplished.

It can only be done through the coordinated planning and cooperation of grower, importer, roaster and vendor. There must be willingness and an involvement of producing countries, importers, roasters, as well as manufacturers of equipment.

One area of cooperation would be in financing equipment. For example, the syrup companies will give vending distributors financial assistance through their banks, charging a simple 5% interest rate on the purchase of equipment. On the other hand, coffee machines are financed at a 6% add-on interest rate. This is obviously one reason why more coffee machines are not going into location, to move more coffee.

There is another area of cooperation open if the great sales growth potentials for coffee are to be realized in the next decade: the coffee industry should make their product available to the automatic merchandising industry. It is



Coffee vending machines, like Rudd-Melikian Brew-A-Cup, pictured, will serve about 1,875 billion cups of coffee this year, substantially more in future years.

surprising how limited are the kinds of coffee that can be purchased for automatic coffee machines.

Here is a suggestion on how these problems can be solved to the benefit of all concerned: An active committee, comprised of people with authority from both industries, should be formed to create and accomplish a program of mutual assistance, one that is designed specifically to enable both industries to realize the full potentials of growth available in the 1960's, and the future beyond. Basic gain from such a mutual effort would be more coffee sold, distributed, and consumed.

This can be done, and should be done, not only in this country but also around the world.

the age of vending . . .

is here. Already you've seen the product develop from a simple mechanism to a completely integrated unit which outthinks the user. Some units even have timing controls which automatically dump unused coffee which has been in the reservoir too long. This eliminates the possibility of serving an unsatisfactory cup.

But, there's more to come in this growth industry. One indication is the increasing activity of vending machine stocks on the New York Stock Exchange. What does this mean to the reader? As C. J. Ritzen, sales vice president of Automatic Canteen Co. of America, indicates, "the trend in coffee vending is up. The rapidity of its increase in volume will be accelerated by improvements in blends, roasts and grinds to meet vending's special requirements." It's up to you.

A special Coffee and Tea Industries directory of vending machine manufacturer's appears on page 55 of this issue.



BRAZILS ARE PREFERRED

THE BRAZILIAN COFFEE INSTITUTE

120 WALL STREET, NEW YORK 5, N. Y.

COFFEE & TEA INDUSTRIES and The Flavor Field

WHAT DISTINGUISHES BRAZILIAN COFFEE FROM ALL OTHERS ?

**BRAZILS
ARE
PREFERRED**

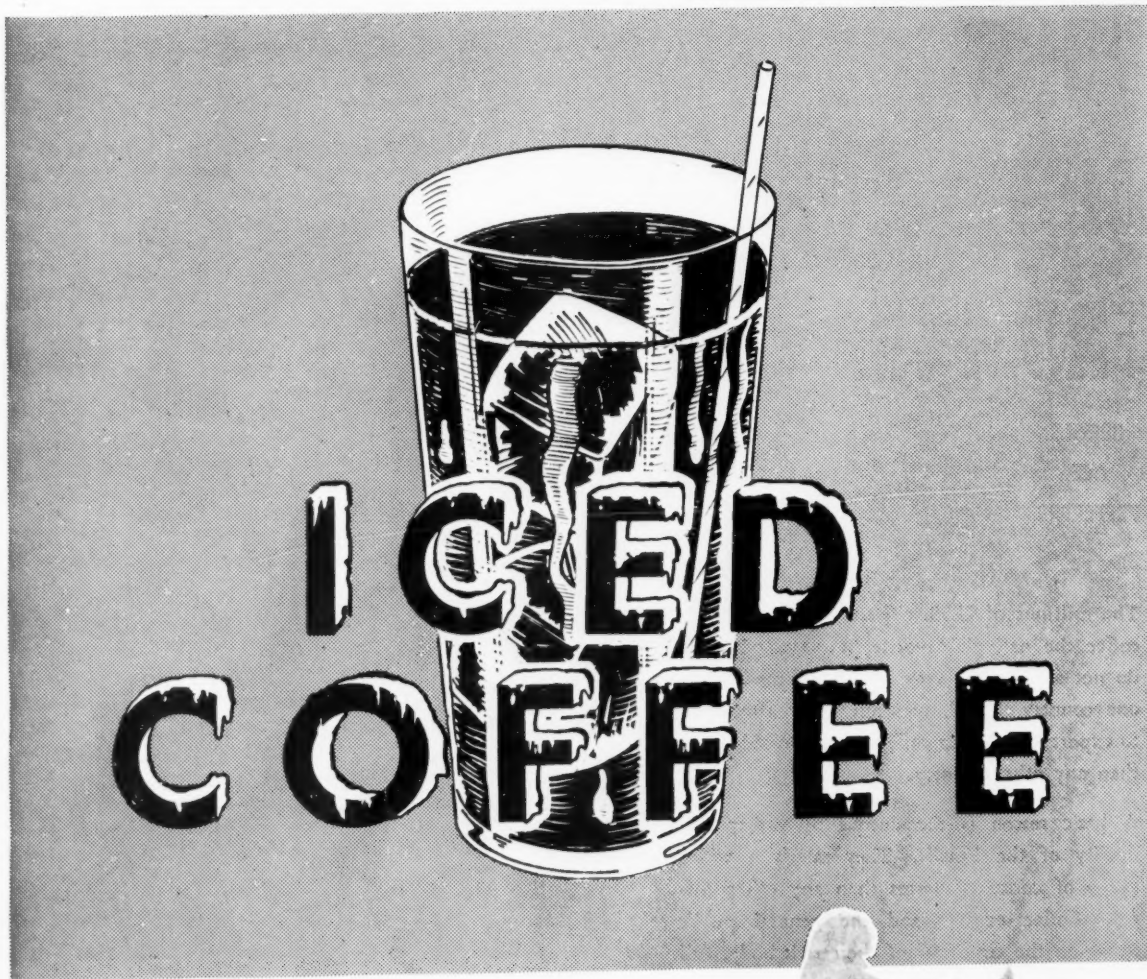
The millions of U. S. citizens who have made coffee the nation's favorite beverage naturally do not all like the same blend or brand. Yet, one country, Brazil, continues year after year to export more of its coffee to the United States than any other country.

A basic reason is the unequalled variety and quality of the Brazils. They satisfy a wider range of consumer tastes than any other coffee. Coffee experts and the general public agree on the eminence of their rich body, full flavor and aroma. The U. S. taste for coffee has been built on Brazils.

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BETTER
BREWING**

*Join the industry-wide
campaign for
heartier coffee*





Summer and iced coffee go together.

And, more and more American packers
are finding that Guatemalan coffees in their
blends improves the flavor of iced coffee,
as it does for hot coffee.

It's just one more reason you should
join the swing to Guatemalans, today.

Have you ordered your copy of Bulletin #6? If
not, write for it today — it's free for the asking.

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Coffee
Bureau

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Cable: GUATCOFFEE

Ever wonder about the legal aspects of our industry? If you have, we think you'll find some of the answers delineated in a new series which will run in *Coffee and Tea Industries* each month. The first of these appears on this page . . .

Barrister's Brew

A law of the State of New York provided: "No person shall within the State manufacture, produce, compound, brew, distill, have, sell or offer for sale any adulterated food or drug. An article shall be deemed to be adulterated within the meaning of this act: . . . in the case of food, . . . (6) if it be colored or coated, or polished, or powdered, whereby damage is concealed, or it is made to appear better than it really is, or of greater value."

A coffee seller of New York City, by contract made in New York, sold to a Baltimore firm 500 bags of Rio coffee, one-half the bags to be one grade and the other half another grade. It was stipulated that the coffee was to be shipped from Rio de Janeiro to New York City by a designated steamer, the coffee to be sound or to be made sound by the seller.

The grades referred to in the memorandum of sale were standard types, and it was agreed that the coffee was to be of the average of such types, and differences arising on the subject were to be determined by a "grader," to be selected by each of the parties, the two to select a third in the event of a disagreement, his decision to be conclusive. It was stipulated that on the arrival of the steamer and the storage of the coffee in New York the buyer was to have the advantage of the first month's storage and fire insurance, free of expense.

The steamer reached the Port of New York, and the 500 bags of coffee were stored and delivery tendered in New York City to the buyer. Some of the coffee was accepted and the remainder was rejected, on the ground that it was adulterated, because it had been artificially colored by coating the beans with a yellow wash.

The purchaser refused to accept the coffee. The graders provided for in the contract were named, and on their disagreement a third was selected, who decided that, although the coffee had been coated with the wash, its average quality was yet equal to the specified types referred to in the contract.

The buyer refused to abide by this finding and to accept delivery and pay for the coffee. The seller then disposed of the coffee for account of the buyer, and commenced suit to recover the difference between the amount produced by the alleged sale and the contract price.

The Court of Appeals of New York held that:

- (1) the coffee was adulterated within the provisions of the statute of the State of New York, and;
- (2) the buyer was not bound to accept, despite the finding of the grader that it conformed to the types referred to in the contract.

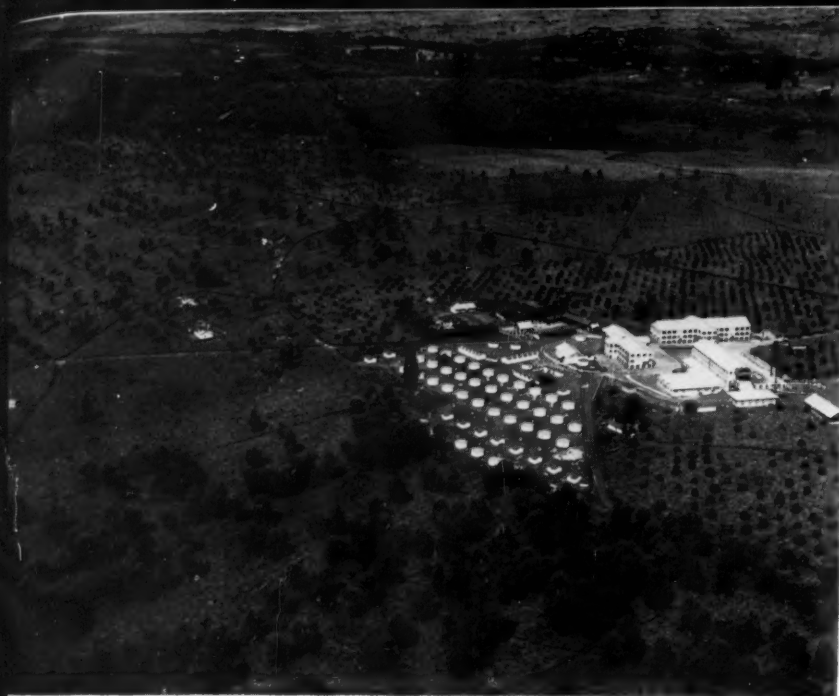
The Court of Appeals declared: "The coffee tendered by the plaintiffs, which was rejected, was of a low grade, containing many poor, withered and black beans. It, confessedly, was colored and the beans coated with a yellowish substance. It is not contended that the coloring matter improved the taste or added to the value of the coffee. It is claimed that the only purpose of the coloring was to hide the character of the poor beans and to make them appear of the same character as the good coffee. . . . it was so colored as to conceal the damaged portions, or make it to appear better than it really was, or of greater value to the ordinary, untrained observer. . . . it was adulterated for the purpose of fraud and deception."

The seller appealed on the ground that the law of the State of New York was inconsistent with the power of the Congress, as expressed in the Constitution of the United States, to regulate commerce among the States. The Supreme Court of the United States affirmed the decision of the Court of Appeals. The Supreme Court ruled that the statute was not repugnant to the Constitution because the State of New York in its enactment had but exerted its reserved police power to legislate for the protection of the health and safety of the community and to provide against deception or fraud.

The Supreme Court stated: "The contract of sale was made in New York; the storage and delivery in the city of New York was therein provided for. It was clearly, therefore, a New York contract and governed by the law of New York. . . . we think it is clear that its (the statute's) effect. . . . was not to deprive the State of its police power to legislate for the benefit of its people in the prevention of deception and fraud, and thus to control sales made within the State of articles so adulterated as to come within the valid prohibitions of the state statute."

Howard Newcomb Morse, the author of the above article, first of a series, was born in Chicago, Illinois, on September 4, 1919. He attended school in Miami Beach, Florida. He received his higher education at the George Peabody College for Teachers, Nashville, Tennessee, and at the College of Liberal Arts of Northwestern University, Evanston, Illinois, followed by professional education at the College of Law of The Tulane University of Louisiana, New Orleans, Louisiana. He received his LL.B. Degree in 1945 and was admitted to the Bar of the State of Georgia the following year.

In 1948 and 1949 he was Professor of Law at The John Marshall Law School of Chicago, the youngest full professor of Law in the United States at that time. He was admitted to the Bar of the Supreme Court of the United States in 1949. In 1955 and 1956 he was Chairman of the Department of Law and Political Science of The American Peoples Encyclopedia, Chicago, Illinois.



Expansion of Kenya's tea industry is exemplified in picture. Plantation uses normal honeycomb pattern of planting, instead of newer contour method.

By T. M. LOUDON
Director of Economic Cooperation,
East Africa High Commission, Nairobi

coffee and tea in British East Africa

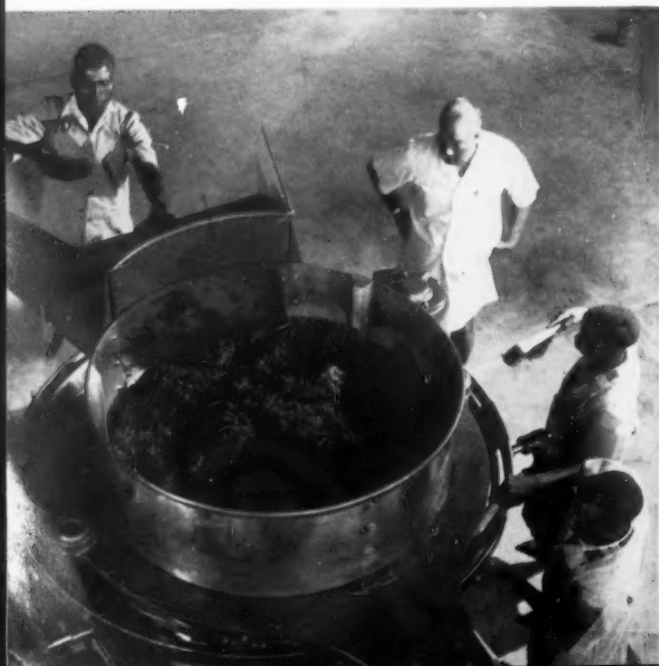
British East Africa consists of the territories of Uganda, Tanganyika and Kenya. Uganda is a Protectorate, Tanganyika is a United Nations trust territory and Kenya is a Colony. The total area of these three territories is 681,000 square miles (a little smaller than Mexico) and the total population numbers over 21 million people. Political advance is taking place rapidly and the time cannot now be far distant when these three territories will be independent countries.

The economic development of these countries began with the opening up of the two principal railroad systems: one from Dar-es-Salaam to the southern end of Lake

Victoria in Tanganyika; the other from Mombasa to Kampala: this runs through both Kenya and Uganda. Prior to the building of the railways, the exports from these territories were negligible. They were almost completely unknown and were virtually isolated from the rest of the world. Thus, economic development dates back a matter of only sixty-five years, before which time not even as simple a mechanical device as the wheel was known to the inhabitants.

The total volume of trade of the three territories last year amounted to \$700 million, of which net imports represented \$340 million and net exports \$338 million: the difference was taken up by re-exports. Of the total exports the value of coffee amounted to \$98 million, while that of tea to \$15.5 million. Between them, therefore, they represented over one-third of the value of total exports of the region.

Of the two, coffee is the more important, not only because of its greater volume and value but also because of the employment it provides for a very much larger number of people. It is calculated that throughout British East Africa some half million families depend directly on coffee for the cash element of their income. This means that some 2½ million people are directly dependent on the production and the marketing of coffee. Indirectly, a very much larger number of people is dependent to a greater or lesser degree on coffee. It has been computed that no less than 25% of the entire population would be



Tea grown by Kikuyu peasants is shown during rolling process at the Ragati tea factory in Kenya. Supervising operation is P. J. Oommen of Travancore, India, the factory tea maker.

gravely affected by any marked change in the volume of coffee produced or the value of coffee exported from these territories.

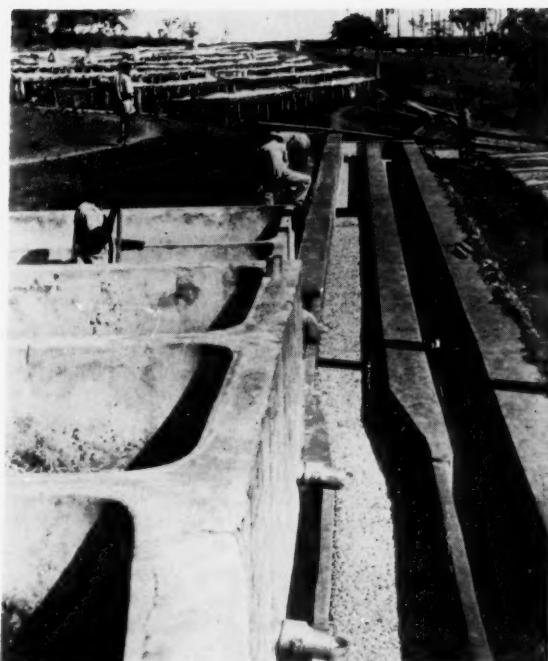
The pattern of production varies appreciably in the three territories as well as the type of coffee produced. In Uganda for the most part coffee is a peasant crop. In Tanganyika 85% of the coffee produced comes from peasant farmers, while only 15% comes from comparatively large estates. In Kenya, on the other hand, only 15% of the coffee produced comes from African peasant farmers (though this is increasing rapidly) while the balance of 85% comes from plantations varying from some 50 acres to possibly several hundred acres in extent. Uganda produces almost entirely Robusta coffee; Tanganyika about half Robusta and half Arabica; Kenya Arabica only.

Of the total population of around 21 million, no less than 20.5 million are Africans and the vast majority of these are peasant farmers whose standard of living until comparatively recently was that of subsistence farming. Coffee is one of the principal means which the East African Governments have found of assisting to raise the standard of living above the subsistence level. As a matter of policy, the cultivation of coffee has been fostered and encouraged for many years with the main object in view of raising living standards above the poverty margins of subsistence agriculture and providing the population with a cash income which permits them to enjoy some of the benefits of western progress. The average per capita income is still exceedingly low, amounting to something of the order of \$70 a year. Thus, any diminution in the value of coffee exported from these territories would be a crippling blow to an economy which is still in the early stages of development.

Coffee was the first of the major "cash crops" to be developed in East Africa. Sisal was another though this is entirely or almost entirely a plantation crop. Others are cotton, which is the second most important item of export from East Africa (sisal being the third), pyrethrum, wattle bark extract, tea, hides and skins and oil seeds of various types.

It may well be asked why such reliance should be placed on such a small number of crops and why coffee and to a lesser degree tea are of such vital importance in the economy of these three territories. The reasons are simple. First, no major mineral complexes have yet been discovered in British East Africa. Apart from diamonds, gold and lead in Tanganyika and copper in the western part of Uganda, there is no major mineral production in East Africa, nor are there any immediate prospects of such a development. The total value of the mineral exports from East Africa last year amounted to less than \$27 million. The whole of the balance of the total exports, amounting to \$311 million, was composed of items of agricultural production, principally primary products such as those enumerated above.

In considering agricultural commodities suitable for the economic development of these territories, the Governments had to bear in mind two factors. First, whether or not the article was required for internal consumption. Secondly, whether if the article were to be exported it could bear the costs of transportation from producing areas. In countries which are still in the earliest stages of economic development, this is obviously a fundamental



Coffee, first of the major cash crops to be developed in East Africa, now amounts to \$98-million. Modern equipment and installations help the product maintain a place in world markets.

consideration since the costs of internal transportation are usually much higher than the costs of the movement of commodities from the ports of export to consuming areas. Though at first sight this might appear strange, it is a normal phenomenon in the history of most developing countries. For these reasons the range of "cash crops" or "export crops", particularly those which might provide a cash income to peasant farmers, must of necessity be limited. Coffee and tea are two examples of crops which, anyhow during the last two decades, have been of sufficiently high price on the world's markets to stand these heavy costs of marketing and transportation.

The development of tea, involving as it does a very much higher capital expenditure per acre than in the case of coffee, has not been as spectacular as that of the latter commodity. However, large acreages have been earmarked for the production of tea, partly on a normal estate and factory basis, partly on a basis of peasant production with factories established at suitable points and run by co-operative societies, and partly as a combination of the normal estate and factory production with purchase from peasant producers growing tea in the area surrounding the estate. As a result of these developments, tea production in East Africa increased from around 27 million lbs. in 1954 to nearly double that figure in 1959. Exports in the same period rose from 20 million lbs. to 34.5 million lbs., and the financial yield rose correspondingly. Thus, though tea is not yet a major item of export from East Africa, it contributes substantially to export earnings. From the area earmarked for the expansion of tea production, it is anticipated that by 1970 exports of tea may have risen to a figure of 60 million lbs. a year, or possibly more.

(Continued on page 16)

coffee and tea in British East Africa

(Continued from page 15)

On quality grounds tea produced in East Africa can compete with tea produced in India and in the case of Tanganyika normally fetches a premium on the London market.

Exports of coffee from East Africa are the equivalent of over a quarter of the value of total imports. This was the case in 1959 though naturally the proportion tends to vary. Because of the market fall, particularly of Robusta coffees, during that year, a larger volume of exports produced a smaller volume of overseas earnings. In a normal year (if such a thing exists in relation to coffee) exports of coffee represent nearer one third of the value of total imports. This is by no means as heavy a dependence on coffee as is experienced by some other coffee producing countries. However, the East African economies are still struggling to establish themselves and heavy burdens of governmental as well as private expenditure have been undertaken to provide a reasonable standard of social services, such as medical, educational, internal communications and so on. This means that any fall in overseas earnings not only increases the difficulty of maintaining development at its existing level but gravely imperils the possibilities of continued development and above all of maintaining the tempo of the effort to raise living standards from mere subsistence levels to something more in keeping with the standards aimed at in the modern world. A fall in coffee prices would not only bring with it the consequences indicated but unless capital were found

by other means, would involve a curtailment of imports from the industrialised countries. This reaction is evident in the import figures for both 1958 and 1959.


All the foregoing considerations have impelled the British East African Governments and also the East African coffee producers to take a greater and more active interest in the efforts which are being made to stabilise the price of coffee on the world's markets. To that end they are cooperating actively with the work of the International Coffee Agreement.

■ ■

Lipton embarks on "Hawaiian Luau" promotion

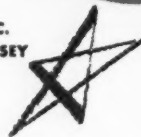
Lipton Tea and Wish-Bone French Dressings have entered into co-sponsorship of a unique national promotion offering consumers an Hawaiian "Ti" plant. The theme of the promotion is an "Hawaiian Luau" that will offer consumers the plant through the medium of advertising in leading Sunday newspaper supplements, including "This Week" and "Parade."

The plant will be offered in return for a box top from any size Lipton Tea or Flo-Thru Tea bag package, plus one label from a bottle of Wish-Bone dressing. It will be featured from late June through August 15 to coincide with the iced tea season. Recipes using both products will be a part of all advertising for the promotion, including an Hawaiian iced tea drink, "Lipton Tea Planter's Punch."








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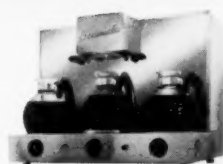
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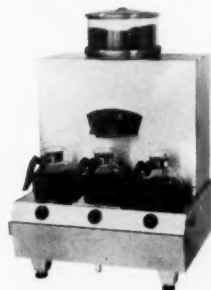
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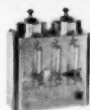


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The only completely automatic
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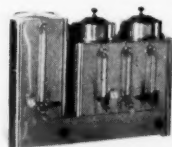
TWINS — 6 quart, 3 gallon or 6
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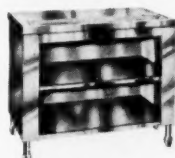
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JUGS ICECAP ICED TEA
DISPENSER



TEMP-CONTROL STEP-UP GAS
AND ELECTRIC STOVES
4-up and 6-up



TEMP-CONTROL IN-LINE GAS
AND ELECTRIC STOVES —
single, 2-in-line and 3 in-line



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equipment that's all flavor balanced to produce
a perfect pot of coffee every time.

Western Urn will be the most complete and fast-
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now in the West . . .



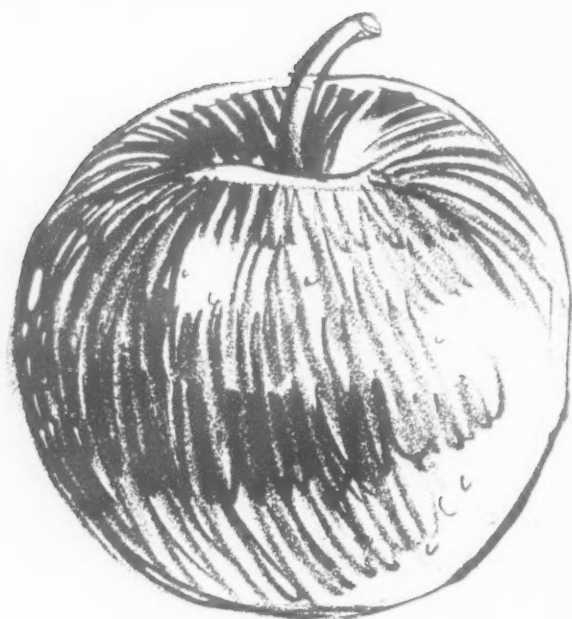
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For a corollary we would like to point out that advertisers in "COFFEE AND TEA INDUSTRIES" never seem to stray far either. Just as a random example let's take Jabez Burns, a Yankee name if we've ever heard one. Jabez, oldest name in coffee processing equipment, has been a consistent advertiser in this publication since 1910. On a month-by-month basis that means that more than 1,603 Burns' advertisements have appeared to date. Multiply this by the number of readers of "COFFEE AND TEA INDUSTRIES" who have read these advertisements over the years and you'll begin to realize the impact they've had.

Sound like a satisfied advertiser to you? We think it will!

We can quote others with like records too. Bickford has advertised month-by-month, year-after-year since 1916. Carter, Macy has a similar record of advertising longevity in our publication. We think that the implications are clear to all. Advertising in "COFFEE AND TEA INDUSTRIES" can give you the greatest run for your money.

We're the trade magazine that comes to mind first. It's been that way for 83-years now.

COFFEE AND TEA INDUSTRIES, 106 WATER STREET, NEW YORK 5, N. Y.

Mayor Robert Wagner of New York, receives a cup of tea from world's largest teapot at opening of new Tea Center. The three young ladies, wearing native costume, represent India, Ceylon and Indonesia.



New York's Tea Center, the first in the U.S. opens its doors to an enthusiastic audience

If you were a member of the tea industry, or its affiliated trades, there was only one place to be on the afternoon of June 15, 1960. That spot was just off New York City's Fifth Avenue, 16 East 56th Street, to be exact.

The occasion was the opening of the long heralded Tea Center, first of its kind in the United States, and one more indication of the importance of tea in the life of the average American. The remarks expressed by Robert

Smallwood, chairman of the Tea Council of the United States, bore this out.

"The sale of tea," Mr. Smallwood said, "in the grocery stores alone, has risen to 85,800,000 pounds during the year 1959, a figure which represents a 24.5 percent rise since 1951."

Smallwood, further pointed out that, "the Tea Center will be devoted to educating and informing the American public on all aspects of tea, its romantic origins, its role in the history of America, and new and better ways of preparing it. In addition, changing cultural displays from the producing countries will afford Americans a better basis of knowing and understanding our good friends in the Far East."

In his dedication of the Tea Center, New York's Mayor Robert F. Wagner stated, "It is appropriate that New York City was selected as the site of the first Tea Center in the United States since tea has, from the beginning, played a vital part in the city's history. The United States is the second largest tea-drinking nation in the world, and New York, the country's leading port of entry for the product." (More than 85 percent of the 108-million-pounds plus imported in 1959 arrived via the port of New York).

"I might say," the Mayor added, "that like most dramas, the tea party had a highly successful Boston tryout, but eventually the show did come to New York."

The Center is sponsored by the Tea Council, an international partnership between the governments of India, Ceylon and Indonesia, and the United States tea industry. It is open to the public, and features a diorama showing the activities on a tea estate in the producing countries.

(Continued on page 20)



Salumi Sujid (left) of Indonesia, explains to Robert Smallwood, chairman of the Tea Council of the U.S. Inc., the diorama showing the operations of a tea estate. Interested onlooker is Sheila Ferdinands of Ceylon.



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General Agents for Europe

110 Cannon Street, London, E. C. 4, England

New York's Tea Center

(Continued from page 19)

and an original mural depicting the history of tea. In addition there are on view a series of push-button mechanical exhibits dramatizing facts about tea and suggesting new uses for the beverages. A tea taster's demonstration area will be used to show this important aspect of the grading and choosing of tea.

Typical of comments which arrived on the opening of the Tea Council was the message from the Honorable Satish Chandra, Deputy Minister of Commerce and Industry of India. "India", Chandra stated, "has always cherished the bond between the producer and consumer of tea and our policy has been to strengthen it all along the line. Therefore, we welcome the opening of the Tea Center as a forward step in the direction of mutual effort and express our confidence that it will quickly establish itself as the focus of the Tea Council's promotional activities."

Honorable Dudley S. Senanayake, Prime Minister of Ceylon, indicated, "the New York Tea Center will serve a wider purpose by opening to its visitors and through them to the American public, an attractive show-window for the participating countries and their teas. This will surely help in bringing our four nations closer together and building up the mutual good-will, respect and understanding that is so necessary for the establishment of good

Sobering effects . . .

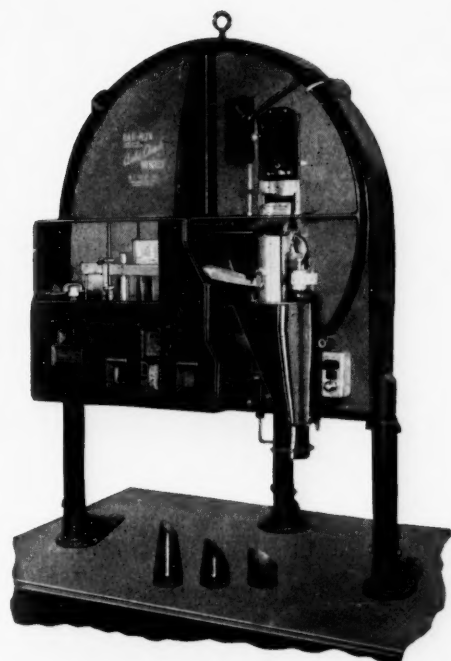
According to the Los Angeles Safety Council coffee won't sober a drunk quickly. Even black, the brew takes at least an hour per cup to take effect.

trade relations and the attainment of the peace and prosperity we are all looking for."

The message from His Excellency Dr. G. Leimena, Minister of Distribution of the Republic of Indonesia stated, "the success of promoting tea consumption in the United States, in particular, will undoubtedly provide greater opportunity for the export of tea from the tea producing countries and thus enhance the living standards of their peoples. Furthermore, I have also been informed by our Ambassador in Washington that the Tea Council has been doing its job well. I am very pleased, indeed, to hear that such excellent cooperation exists in the Council, the members of which consists of our friends from India, Ceylon, and the tea traders of the United States."

In addition to Mayor Wagner, special guests at the Center's dedication included: His Excellency, R.S.S. Gunewardene, Ambassador of Ceylon to the United States; His Excellency, Sir Claude Corea, K.B.E., Ambassador Extraordinary and Plenipotentiary, Permanent Mission of Ceylon to the U.N.; G. S. Peiris, Counsellor, Embassy of Ceylon, Washington, D. C.; C. O. Correy, Director and Secretary, The Ceylon Tea Propaganda Board; S. Shaha-buddin, Vice Consul, Consulate General of India in New York; C. J. Stracey, First Secretary (Commercial) Embassy of India, Washington, D. C.; Emile J. Lapien, Minister, Charge d'Affaires, a.i. Permanent Mission of Indonesia to the U.N.; Dr. A. F. Ompi, Counselor Minister, Indonesian Ministry, and A. Basorie, Deputy Consul General of Indonesia in New York.

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Unique and consistent accuracy of the Bar-Nun cuts packaging shrinkage to a minimum. For example, the overweight per pound of ground coffee is limited to a *maximum* of 1/32 ounce. Bar-Nun dependability . . . ease of changing weights . . . and speeds up to 30 one-pound discharges per minute . . . cut down on packaging time and labor, as well. Users who have replaced old or less accurate weighers with a Bar-Nun say these savings paid for their Bar-Nun the first year. For details and quotation on the Bar-Nun "Auto-Check" Net Weigher that will cut *your* packaging costs—tell us whether you pack ground or bean coffee, the weights and type of package, and capacity required.



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Trade experience indicates that any plant packing 3500 or more bags a day will find the Bar-Nun Automatic Bag Feeder, Opener and Weigher a real production economy. In fact, they are probably now spending the price of the Bar-Nun every year in coffee overweights and unnecessary labor. Write for details, without obligation.



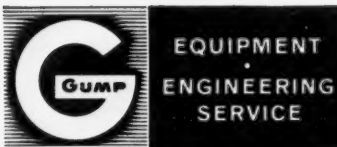
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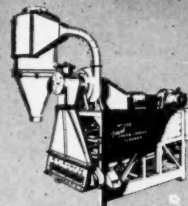
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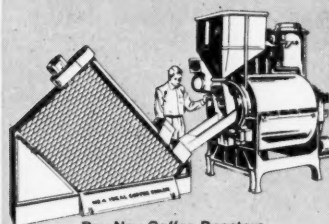
New York 36—JABEZ BURNS AND SONS, INC.—600 W. 43rd St.
San Francisco 5—TEMPO-VANE MFG. CO.—330 First Street
Dallas 2—J. B. WILLIAMS—1026 Young Street



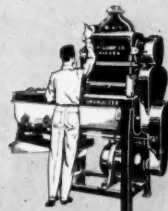
EQUIPMENT
ENGINEERING
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Ideal Green Coffee Cleaners



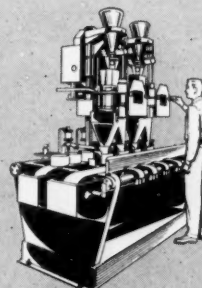
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AMERICA'S FAVORITES!

Meet the famous Maxwell House leaders—first in sales in every coffee category! Leadership like this has made Maxwell House the most respected name in coffee.



Signing the one-year extension of the International Coffee Agreement June 11 are: seated (l. to r.) Miguel Angel Cordera, Jr., president, Instituto Mexicano de Cafe; Renato Costa Lima, president, Brazilian Coffee Institute; Carloz Sanz de Santamaria, Colombian Ambassador to the U. S. Standing are Francois Gavoty, commercial counselor, French Embassy, Washington, and Joao Oliveira Santos, secretary general of the International Coffee Agreement.

Coffee producing nations agree to new world pact

The major coffee producing nations of the world have signed a one-year extension of the International Coffee Agreement which will expire September 30. Thirteen Latin American countries, and Portugal, are signatories of the extended agreement which contains a modified quota system.

France, which had been a signatory last year, abstained in order to allow her colonies freedom of choice in their decision on whether to join. Frances Gavoty, commercial counselor of the French Embassy, indicated, that, "because of constitutional changes in the states which are members of the French community, and the desire of France to give them the opportunity of deciding on participation in the Agreement, the French delegation has refrained from signing."

Ecuador and Honduras, which were not present at the June conference are expected to align themselves with those countries who have already signed before. The United Kingdom, and Belgium, have participated in the Agreement since October, 1959, but are not signatories. Both governments, speaking for the African countries associated with them, pledged to cooperate with the spirit of the agreement by keeping their coffee exports within the figure they announced to the Board of Directors last year.

Miguel Angel Cordera, Jr., President of the Mexican Coffee Institute and chairman of the board of directors of the I.C.A. will head a five man delegation from Brazil, Colombia, El Salvador, and Portugal on a three-week trip in July to the African coffee producing countries of the Ivory Coast and Madagascar (France); Kenya, Uganda and Tanganyika, (United Kingdom); and Ethiopia. The purpose of the trip, Cordera points out, is to explain the Agreement to countries which are presently not signatory to the pact. He expressed hope that the trip would result in those countries not now members of the Agreement becoming same. If this result can be obtained it would

mean that almost 98 percent of the world's coffee producers would be members of the Agreement.

Terms of the new Agreement fixes initial export quotas at the same level as the adjusted 1959-60 quotas. In addition it provides for optional individual quotas as adjusted after the U.S. Department of Agriculture's March, 1961, estimate of each country's exportable production. Joao Oliveira Santos of Brazil, secretary general of the Agreement, stated at a press briefing that, "any increase in next year's quotas after the March USDA estimates would be negligible." He pointed out that there will be some reduction in some Latin American countries next year because it will be an "off year".

Meantime Cordera indicated that an increase in consumption in world markets might be expected. His estimate of the increase amounted to a figure of not less than 1.5 million bags of 132 pound weight. An increased promotion program backed by an estimated \$8-million fund is expected to play a large part in furthering increased consumption. Of this figure \$3.5-million will be spent in the United States and Canada alone.

Promotional efforts on behalf of coffee will not be centered in this hemisphere entirely, however. The World Promotion Committee of the Agreement has already entered into agreements with French, Belgian and United Kingdom publicity firms for furthering promotional efforts. In addition the establishment of coffee publicity organizations throughout the western European and Scandinavian nations is contemplated.

University of Michigan measures effects of caffeine

If you don't get a lift from your daily coffee break, chances are that your "timing" is off.

That's what the University of Michigan Medical Center has found in what is believed to be the first experimental evidence to be collected on the effect of caffeine on the isolated cortex of the brain.

They say that the caffeine in one cup of coffee partially blocks the effects of a second cup for a period of about three hours. The scientists call this blockage "Tachyphylaxis". University findings indicate that caffeine is a tricky drug which while it stimulates also serves as temporary immunization against further stimulation.

The scientists found that the average cup of American coffee contains 100 milligrams of caffeine. This caffeine content stimulates in about twenty minutes, and continues for a period of approximately 2½-hours at which time the effect ends. Curiously, the researchers found, an additional cup of coffee taken during the 2½-hour span did not raise the stimulation level as much as the first cup. As an example the findings showed that if you have your breakfast cup of coffee at seven A.M. you will get little "lift" from a follow-up cup until after ten A.M.

Scientists doing the experimentation on brain stimulants are Dr. Edward F. Domino, associate professor of pharmacology, and Dr. A. K. Maiti, formerly of Calcutta University.

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Owens-Illinois probes instant tea sales

Various areas in promoting the sale of instant tea are indicated in a survey of this product made recently by the Home Makers Guild of America for Owens-Illinois Glass Company.

This initial survey, first of a series of studies to trace trends of consumer attitudes, is intended to serve as a base from which future progress of instant tea may be measured. It was made for the Instant Products Division of the glass company as a contribution to the tea industry.

While tea has been served by almost all consultants, only slightly more than four of ten families have purchased or used instant tea in the powder form. Answers indicate that a substantial number of consultants has never tasted instant tea.

At the time the questionnaire was received, more than nine out of ten instant tea purchasers had a container of instant tea in their home, with the one-ounce jar leading the list. However, almost four out of ten of this group said they would prefer the one and one-half ounce jar, and almost one-fourth wanted a jar holding more than this amount.

Almost half of the consultants who use instant tea exclusively prepare both hot and iced tea from the instant product; 26.1 per cent for iced tea only; and 25 per cent for hot tea only.

Between meals is the popular time for serving hot tea made from the instant product, with mealtime, following by a close second.

Hot instant tea is usually made one cup at a time by 98.5 per cent of instant tea users. Of the group which prepared hot instant tea in both a teapot, and cup by cup, the majority indicated that the teapot method makes a better tasting cup of tea. A level teaspoonful is the measurement used by almost two-thirds in the preparation of a cup of hot tea, and almost all use boiling water to prepare instant hot tea.

Relatively the same number of women sweeten or add lemon to hot or iced tea regardless of whether it is made from instant or regular tea.

During the summer of 1959, iced tea was prepared and served in almost all of the instant tea purchasing households, with more than two-thirds of this group using the instant product in the preparation of this cold beverage.

Convenience is listed as the principal advantage of using instant tea in the preparation of either hot or cold tea.

Almost half of the consultants indicated they have been using instant tea for less than six months; and slightly more than one fourth, six to twelve months, and the same percentage for two years or more.

In the 30 days preceding receipt of the questionnaire, an average of 1.2 jars of the instant product had been purchased by each of the instant tea users. During the summer period, 24.1 per cent purchased a container of instant tea at least once every two weeks; 18.4 per cent once every three to four weeks; and 18.4 per cent once in two months. The remaining group, 39.1 per cent, indicated they purchased less frequently than every two months.

Lipton to sponsor coverage of presidential conventions

Telecasts of both the Democratic Convention, starting July 11 in Los Angeles, and the Republican Convention in Chicago, July 26, will be presented over the NBC-TV network under the sponsorship of Thomas J. Lipton, Inc.

Live Lipton commercials will feature stage, screen and TV star Eddie Albert, with the advertising focus being on Lipton iced tea as the perfect summer refresher. Filmed commercials will be integrated into station breaks and will feature Lipton loose tea and Flo-Thru tea bags.

The television coverage of the Conventions is expected to attract an estimated 92,000,000 viewers in the United States. Spokesmen for Lipton believes that the tie-in sponsorship provides a unique opportunity for the company to reach a nation-wide audience at the peak of the iced-tea selling season, and under the most ideal circumstances.

Juan Valdez a permanent visitor to U. S. advertising

Juan Valdez, familiar figure with the American public will be a permanent part of the advertising scene for some time to come. Juan, who first appeared in the advertising program of the National Federation of Coffee Growers of Colombia, has proved such a success that a tentative budget has been approved covering the next five years.

Gomez Arturo Jaramillo, general manager of the Federation also has given assurance that Colombia will continue to support the general coffee promotion programs of the Pan American Coffee Bureau. Jaramillo indicated that, "money spent wisely on coffee promotion does much to improve the overall situation."

Plans for the coming Valdez campaign, being handled by Doyle, Dane Bernback, New York advertising agency, calls for an advertising budget on a level at least as high as the current one, for the next five years. This would mean a total outlay of \$5-million dollars used in promoting the Colombian product. The agency has been instructed to prepare plans for the 1961 campaign, to be approved by a commission from the national committee, the governing body of the Colombian group, at a meeting in August.



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JULY, 1960

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MEMBER—TEA ASSOCIATION OF THE U.S.A.

Newstand displays of Manger Hotel's new coffee blend is expected to keep guests aware of availability of product at all times.



"a hotel chain heads for coffee sales"

If you were in the coffee business in 1906 it is probable that you had heard of the name Manger. Then the firm purchased the Plaza Hotel in Chicago. That first purchase was the beginning of a chain of hotels which today includes such well known hostelrys as the DeWitt Clinton, in Albany, N. Y., New York City's Vanderbilt and Windsor, the Annapolis, Hamilton and Hay-Adams in Washington, D.C. The list doesn't stop there. Others in the chain are located in key centers in well traveled areas of the country.

Now, as the newest step in a planned expansion program, Jules Manger Jr., chairman of the board of Manger Hotels, Inc., has announced that the firm will hereafter market their own private food brands. The starting point will be coffee, a premium Colombian-Brazilian, vacuum-pack blend. Thus the firm has come round full

circle in their business life of more than fifty years.

The firm decided on the plan primarily because many of their hotel guests had been requesting coffee making advice and, "coffee to take home." As Julius Manger indicates, "we decided to combine good public relations with a new business and bring Manger Hotels coffee into the homes of our present and potential hotel customers."

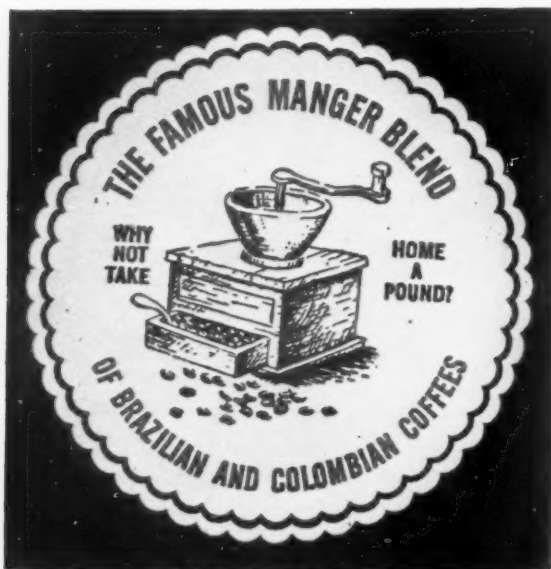
Manger coffee is scheduled for sales in all of the twelve Manger hotels as well as in supermarket and drug outlets. A test campaign is currently being conducted in Charlotte, N.C. which indicates that a high repeat factor for this kind of diversification can be expected. The sale of coffee is believed to be the first of its kind in the hotel industry.

In addition to a planned advertising program, Manger Hotels will promote the product to grocery and drug outlets via consumers recommending their own retailers. This will be accomplished through the medium of request leaflets included with each can of coffee sold, as well as other promotional material which will be left in Manger rooms, restaurants and lounges.

Within the Manger Hotels themselves guests will find constant reminders of the availability of the coffee. In each of the firms twelve hotels there is a display of coffee tins on, or by the newsstand. This point-of-purchase advertising will be topped off with a sign suggesting that the guest, "Take home a pound of Manger coffee."

And, just to make sure the point is put across each guest will find in his hotel room an order form advising him to "pick up a pound or two at the newsstand and charge it to his room account." In dining rooms and cocktail lounges tent-cards and coasters will continue to hammer the message concerning Manger coffees home, and offer the same convenient manner of purchase.

Part of the chain's sales message will be popularized through the introduction in hotel dining rooms of dishes which utilize the firm's coffee. A typical one is "beef Bretonne", which consists of prime beef, sauteed with garlic and onion, carefully seasoned in Burgandy wine, and Manger Coffee. A popular desert is coffee parfait in which the firm uses Manger coffee, and pots of the brew either steaming hot, or iced, are prominently featured in the firms dining spots.



Chain's message will be plugged in constant reminders to guests. Pictured is coaster to be utilized in dining rooms.

PACB schedules biggest promotional campaign

Announcement has been made of plans for a greatly enlarged promotional campaign by the Pan-American Coffee Bureau. The \$3,500,000 program, slated for use in the United States during the next 12 months, approximately doubles the size of recent programs, according to a Bureau spokesman. Funds for the expanded program were made available to the Bureau by the World Coffee Promotion Committee of the International Coffee Agreement at their annual meeting.

Word of the enlarged program was made known by Miguel A. Cordera, Jr., delegate from Mexico, newly elected chairman of the Bureau's board of directors. Commenting on the new effort, Cordera said, "there is every hope that the amount appropriated to carry on this vital promotional effort will be augmented even more during the coming year. This fiscal period, starting July 1, will see the Pan-American Coffee Bureau entering its 25th year of activity in behalf of the coffee-producing countries of the world. We, who have been its sponsors during this period have long realized that a greater effort is needed in order to achieve the consumption potential which the United States represents. Our action is a substantial forward step in that direction and it has been achieved through a new determination and unity of purpose among the world's major producers in both hemispheres."

At the annual meeting which voted the enlarged promotional program the following executive committee was named for the coming year. J.R.S. Hafers for Brazil;

Andre Uribe C for Colombia; and Rafael Glower V. for Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama and Venezuela. Alternate to the executive committee will be Jorge Canavati for Mexico, and representatives of Ecuador and Panama to be named by their respective governments.

Coffee Brewing Institute approves new coffee measure

Stream-lining has come to the Coffee Brewing Institutes' approved coffee measure. The new measure, first new design in an approved measure since 1945 is, according to bureau manager Charles G. Lindsay, more graceful, more inviting to use, and more practical.

A kit containing samples of the new measure in red, yellow and blue together with a fact sheet, and price list is currently on its way to members of the U. S. coffee industry.

Purpose of the new measure, according to Lindsay, is to rekindle interest among consumers in a good cup of coffee. To this end the new measure has molded on the handle the legend "C.B.I. Approved Coffee Measure." On the inside of the bowl are CBI's directions for the ingredients necessary to a proper cup of coffee, "one measure coffee to $\frac{3}{4}$ measuring cup (eight ounces) of water."

Furtherance of the newly approved coffee measure will be done by the Pan-American Coffee Bureau in national magazine advertising starting in September, and on network television beginning in October.



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The Coffeeman's Balance Sheet

A review of recent notes of interest to the coffee trade
compiled from both AMERICAN and OVERSEAS sources.

cacao and coffee, have declined steadily in volume and value. Coffee exports at \$1.1 million showed a 35 percent decline during 1959.

■ ■ **Puerto Rico** — Coffee production in Puerto Rico is expected to exceed that of 1958-59 by 103,000 quintals. The Commonwealth Department of Agriculture and Commerce has estimated that this year's crop will amount to more than 350,000 quintals, one of the largest in the past ten years. Up to May 31, the Puerto Rico Coffee Insurance program had insured crops and plantations for more than \$3-million against hurricane losses during the present year.

■ ■ **Uganda** — "Foreign Crops and Markets," published by the U. S. Department of Agriculture indicates that in order to increase local consumption the Uganda Coffee Industry Board has a program whereby it sells coffee cheaply to roasters who sell it to the population at one-third the usual price. "Despite efforts to expand outlets for Uganda's production," the report adds, "the country will have sizeable carryover stocks at the end of the current marketing year."

■ ■ **Belgian Congo** — Exports of coffee from the Belgian Congo and Ruandi-Urundi were valued at 3,074-million francs in 1959, against 2,815-million in 1958. Value of last year's exports was 9.2 percent above 1958, 141.6 percent over 1950.

■ ■ **Kenya** — 1959 trade reports for Kenya, Uganda, and Tanganyika indicate that the deficit balance from which the territories have suffered for more than seven years has been drastically reduced. The reduction has been due largely to the continuing improvement in the quality of Kenya coffee. In addition, the territories report the marked emergence of tea as a growing cash-crop contributor. Coffee exports for 1959

totaled more than \$15-million, all grown in the Kenya highlands.

■ ■ **Guatemala** — The country is faced with a \$16-million deficit at the end of the fiscal year which ended June 30. Blame for the situation has been placed at the door of a drop in world coffee prices which has brought with it cuts in export taxes; second, to higher import taxes that have cut imports to user nations; and third, to the monetary and credit austerity program that has reduced commercial transactions and the resultant tax revenues on same.

One new development has been the establishment by the Guatemalan government of a new office to control coffee exports. Exporters will hereafter be charged at the rate of 24-cents per 101 pounds of green coffee exported. This levy will be used for administrative costs of the new office, to strengthen the coffee industry generally, and to further consumption of the Guatemalan product in national and foreign markets. A National Coffee Grower's Institute is also to be organized.

■ ■ **Europe** — Jacques Louis Delamare, reporting in their June coffee newsletter indicate that coffee imports into Europe for the first quarter of the year have improved over last year by a total of approximately 225,000 bags. They further report that imports into the eastern areas of Europe increased by almost 707,066 bags during 1959, a percentage gain of 227 percent over the 216,112 bags imported into these areas in 1958. The figures are reported to be the first available on Iron Curtain block coffee imports in more than 20 years.

■ ■ **Nicaragua** — The United States governments' *Foreign Commerce Weekly* reports that improved methods of growing and marketing coffee are expected to increase exports. By the end of the first quarter

■ ■ **Colombia** — Under the International Coffee Agreement coffee exports for the April-June period were set at 1,417,638 60-kilogram bags. A further proviso established that exports might be increased to 1,492,250 bags should Colombian consumption permit. Colombian coffee exports for the whole of 1959 totaled 6,413,000 sacks.

■ ■ **Mexico** — Reports for the U. S. Department of Commerce indicate a gradual upswing in the Mexican economy. Exports of coffee, last year however, declined to 610.1 million pesos from 802.4 million in the year 1958.

■ ■ **India** — The Indian *Statesman* reports concern about the marketing of the country's coffee crop. The quantity sold for export amounted to 8,271 tons up to June 8, 1960, a figure considerably lower than that sold during 1959. According to the paper, "the Coffee Board appears to face difficulties in disposing of the crop, which is increasing steadily. Estimates for 1960-61 point to a bigger crop of approximately 53,000 tons."

■ ■ **Ecuador** — *Foreign Commerce Weekly* reports that the country is apparently leaning towards a one-crop export economy, based on the record 1959 export of bananas. The two next important export products,

coffee exports totaled 178,009 150-pound bags with a total value of \$10.7-million. The bulletin further indicated that there is little likelihood that the quota of 302,192 bags allotted Nicaragua under the International Coffee Agreement will be met. Best estimates put total exports for the season at 208,000 bags.

The country has imposed a tax of 50 cents on each 60-kilogram bag of exported coffee. Receipts are to be used to cover Nicaragua's obligations under the ICA, and to further development of the coffee industry.

Canavati elected treasurer of Coffee Brewing Institute

Jorge Canavati, U. S. representative of the Mexican Coffee Institute, has been named treasurer of the Coffee Brewing Institute. Canavati is a director of the Institute. The post of treasurer was the only one to be filled at this time, other officers of the organization carrying over. They are, Philip I. Eisenmenger, vice president of Standard Brands, Inc., chairman; E. G. Laughery, president; and Donald Kniffen, secretary.

In additional news the CBI has announced the awarding of a diploma to Jesus Lopez Ruiz, chief of the department of quality control of the Mexican Coffee Institute, in Mexico City. The appointment is part of the growing campaign in Mexico to promote coffee drinking in that country. Extensive use will be made of publicity, radio, television and the lecture platform in promoting good coffee brewing in homes and eating places throughout Mexico.

CBI plugs iced coffee theme

The Coffee Brewing Institute has released a five-minute iced coffee film, "The Long Cool Summer" for television usage. In addition to directions on making good coffee the film shows methods of glamorizing the iced beverage. Prints are available to coffee companies for non-commercial use, either for purchase or loan, from CBI, 120 Wall St., New York 5.

JULY, 1960

Coup in Commodities!

That's how we feel about the Latin and South American broadcast arrangements we've just completed with short wave radio station WRUL in regard to commodities.

Each day now from Monday through Friday at 6:10 p.m. New York Time, we're beaming detailed news of commodities to the Southern hemisphere.

We begin with complete New York Exchange closing quotations on cocoa, and coffee B&M—go on to give you 6 months ahead in both. Then we include spot and month ahead for world sugar, one month for cotton—and conclude with a brief digest of any important developments in these major commodity markets—plus a list of closing quotations on something like 200 well-known stocks.

If you have any interest at all in commodities or securities don't miss this daily broadcast. As a convenient reminder, you might want to keep the schedule below.

The American Business Bulletin

Monday-Friday, 6:10 EST

Station WRUL

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15.38 mcs (19 meter band)

17.755 mcs (16 meter band)

11.83 mcs (25 meter band)

Your comments and suggestions on this program would be appreciated. And if you're not receiving our weekly commodity letters already—and would like to—just write—

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Tea taster and blender John Halloran of Salada explains brightness in a tea leaf at Salada's recent "tea-tasting" party. Left to right are, Baroness de Pampelonne, wife of France's consul general in Boston; Mrs. Gerard Woods, wife of Boston's consul general of Ireland, and Cambridge restaurateur, Mrs. Joyce Chen.

Boston's number one tea sponsors a "tea tasting"

As the "number one tea in Boston," Salada sponsored a tea tasting, held, appropriately enough, in Boston. Attended by 200 community leaders, the event was a benefit for the Boston Center for Adult Education. It was held at Baylie's Mansion, one of the old Boston homes with its one ballroom.

John Halloran, Salada tea taster for 39 years, displayed 15 tea varieties.

Guests tasted over 2,000 cups of teas like Japanese green tea, developed by mixing with a bamboo swisher, Latin American matte, a brew of the camellia family drunk through a straw, Russian tea served in glasses, and tisane, a French brew of jasmine and cloves served with mint leaves and lemon balm.

Highlight of the tea tasting was a Japanese Zen Buddhist tea ceremony in native costume in the mansion's tea house.

Exhibits included unusual tea pots and services from Europe and even a tea chest from the Boston Tea Party. An Indian hostess poured from a carved ivory tea pot made in Hong Kong from Indian ivory and studded with precious gems.

The press received invitations mailed from Ceylon and hand-delivered lacquered gift boxes filled with Salada tea.

How not to sell coffee . . .

The Wall Street Journal reporting on conditions in Germany finds that coffee in West Germany is selling at \$2.05 per pound. But if you think that's bad consider the plight of the East German consumer. He is forced to shell out \$9.09 per pound of coffee. Coffee houses, familiar to tourists in most of free Europe are not to be found behind the Iron Curtain. The reasons are obvious.

Coffee for the morning break has become big business. In this article, Slater Food Management of Philadelphia explains the reasons for their successful operation.

"the cup that cheers"

The coffee break is now an American business institution, but in Philadelphia great strides have been made to keep that institution in the office. The coffee is brought to the employees instead of the employees going out for the coffee.

One of the best known coffee services in the Quaker City is provided by Slater Food Service Management. Slater is known as the country's most diversified food service management. In 31 states from coast to coast, employees, executives, students, patients and the general public enjoy Slater meals. The coffee service is a sideline that came about quite by chance.

Back in 1955, the Atlantic Refining Company asked Slater to serve coffee and pastry to its employees at its midcity headquarters building. The reason: to end disruption caused by the mid-morning rush to nearby luncheonettes and drug stores for that stimulating cup of coffee.

Today, Slater serves coffee in nearly 20 downtown office buildings. These buildings are all within an area of about one square mile, and all are within two miles of the Slater home offices where the coffee is brewed early every morning. The coffee service is managed by veteran Slater employee Edward J. McLaughlin. He heads a staff of 45 employees, 34 of them women who wheel the coffee wagons through the buildings.

Here's the typical working day of the coffee service crew:

Montier Wallace, coffee maker, arrives at Slater headquarters, 25th and Lombard Streets, at 1 a.m. He heats water in two 100-gallon urns. These urns are never filled, 84 gallons being the maximum amount used at any one time.

The finest grade of coffee is used. Bags through which the essence is drawn are changed at the end of each week. The coffee is brought to the big urns via pulleys. Boiling water is sprayed through the bags at the top of the urns, and the coffee maker also pours some of the brew through again to insure proper mixing.

After the coffee is brewed, it is drawn into 5-gallon aerovoids which keep the coffee hot and fresh for delivery by truck to the office buildings. Slater uses about 100 of these vacuum containers for the service, and a few of them are of two and three gallon size for use at smaller office sites.

Each batch of coffee is brewed for 45 minutes before a second cycle is begun.

At 3:30 a.m., the truck driver reports, followed by an assistant at 4 a.m. They begin transferring the aerovoids to the familiar blue and white truck, a Philadelphia symbol of the coffee break. By 4:30 a.m., Mr. McLaughlin is on hand to supervise the proceedings. At 6 a.m., the truck makes the first of its three runs with the coffee for delivery to the office buildings.

By 6:30, all of the fulltime crew is on the job. This includes the cashier, who handles the books and the payroll. Only the assistant manager starts later, and it is she who wraps up the operation in the afternoon, seeing to it that the next day's orders are filled.

The women coffee cart attendants report at 8 a.m. at the buildings to which they are assigned. Mostly housewives or widows, they work a four-hour day, need the money and are thus dependable employees.

Each wagon is equipped with rubber tires and holds two aerovoids. They are tightened in position by metal collars. Other equipment includes a cup dispenser, sugar box, creamer, three trays for varieties of pastry, two stainless steel dishboxes for milk, orange juice and dry ice, a napkin dispenser, wax paper dispenser and a cash box. There is also a strawholder for those selecting milk or juice.

The coffee wagons were designed by the Slater Facilities Planning section and are valued at more than \$1,000 each fully equipped.

Coffee sells for ten cents per six ounce paper cup. Slater serves about 35,000 cups a week and there is little variation by season. Mr. McLaughlin says there is rarely a request for iced coffee, iced tea or hot tea. Because most of the buildings are air-conditioned, hot coffee is in steady

(Continued on page 32)



Slater operations necessarily begin in wee hours of the morning. Typical day's routine starts with arrival of brewmaster at one a.m. with trucks loaded and ready for delivery to office buildings by six.

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**91 FRONT STREET
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CABLE ADDRESS "MACKCHAND"**

"the cup that cheers"

(Continued from page 31)

demand. The only reason for a slight fall-off in summer sales is vacations and holidays.

According to Mr. McLaughlin, a smooth-running system is the reason for the coffee service success.

"In this business you've got to be able to do more than brew a good cup of coffee," he said. "You have to make certain that customers get the coffee on time, get enough, and get it hot."

After the wagons are loaded, they are wheeled into the office building elevators and make their assigned rounds. Each wagon covers a specified number of floors (depending on population) in a specified period of time. Usually the attendants ring a bell in the hall, or at one end of a large office. The employees respond quickly, lining up and getting their coffee and with a minimum of delay or confusion. The attendants get to know their customers and anticipate their orders.

The attendants record their sales on a form, count any leftovers against orders and then order for the following day. Actual dollar sales, however, are computed in the office after the attendants turn in the forms. Experience indicates what days are slower or busier and help determine future orders.

In addition to Atlantic Refining, other Slater coffee service patrons include the Fidelity-Philadelphia Trust Co., the First Pennsylvania Banking & Trust Co., Western Saving Fund Building, The Curtis Publishing Co., Sun Oil Co., Bell Telephone Co. in the Widener Building and the Keystone Automobile Club.

Coffee break periods in the office buildings run from 9 a.m. to about 10:45. There has been no particular demand for an afternoon break, at least insufficient to justify provision of this service at that time. However, many



Slater delivery service sees to it that coffee for office worker's morning break is delivered hot and fresh by utilizing 5-gallon "aerovoids."

coffee consumers get two cups in one morning, hitting the coffee wagon in its first appearance and then later when it is on the way to the building basement to dismantle.

Building superintendents and executives of the offices served by Slater are enthusiastic. Here's the reason. Clean, fast service causes a minimum of interruption in the work day and no housekeeping problems for the building personnel. Slater carries through from brewing the coffee to the final cleanup process and is as unobtrusive as possible.

The sound of the coffee woman's bell is a welcome one weekday mornings in downtown Philadelphia.

■ ■

Canada takes to the "coffee-break"

The Pan-American Coffee Bureau finds that Canadians have wholeheartedly adopted the coffee-break custom first popularized in the United States. In a survey conducted for the Bureau by Canadian Facts, Ltd., the findings indicated that 81-percent of Canadians currently employed in inside jobs now have daily breaks during working hours. The coffee-break appears to be more prevalent in Ontario and the western provinces than in the east. More workers in offices and factories have become familiar with the coffee break than those in stores and other business establishments.

Regionally the study showed the averages of Canadians with inside jobs having coffee breaks as follows. In the Maritime provinces, 70 percent; in Quebec, 77 percent; in Ontario, 82 percent; Praries, 86 percent; and in British Columbia, 89 percent. By type of business the breakdown showed, office workers, 87 percent; factory workers, 85 percent; store workers, 77 percent; and all others, 72 percent.

The survey also revealed that only 18 percent of Canada's workers go off the premises for coffee-break coffee. The remainder obtain it in the following ways, company cafeteria, 60 percent; bring from home, 8 percent; have it sent in from restaurants, 14 percent.

Edit. note. Elsewhere in this issue readers will find a feature story on the operation of a typical American coffee service, that offered by the Slater Food Service of Philadelphia.

Reds discover automation . . .

This may be news to most people but the Russians have finally discovered automation. Writing in a UNESCO bulletin, two Soviet authors discuss the advantages of automation. No word on vending machines, since its probable they don't want the worker to find out about the "coffee break."

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Readers of Coffee and Tea Industries may be interested in the following article which appeared in the third issue of the publication, in July, 1878. Indicative of the mores of an earlier era it is well worth reading in view of the recent promotional activities of the producing countries, and of the Coffee Brewing Institute, towards implanting in the minds of the present day consumer the need for more coffee in our everyday pot. We think you'll find it amusing.

Concerning Coffee Drinking — 1878 Variety

We have a friend in the South who is somewhat annoyed at the publication in a Galveston paper, of an article on coffee drinking, copied from the **Manufacturer and Builder** of this city. He seems to feel that the ordinary channels of the coffee trade will be disturbed, and that consumption will stop. He sent us a copy of the paper. We, therefore, produce the article for the consideration of our readers:

"How strong should coffee be taken is an inquiry of much practical importance. How much should be taken at a meal is scarcely of less moment. Coffee, like any other beverage, may wholly ruin the health; the very use of it tends to this, as certainly does the use of wine, cider, beer, or any other artificial stimulating drink. There is only one safe plan of using coffee, and that is never, under any circumstances, except of an extraordinary character, exceed in quantity, frequency or strength—take only one cup at the regular meal, and of a given, unvarying strength. In this way it may be used every day for a lifetime, not only without injury, but with greater advantage than an equal amount of cold water, and for the simple reason that nothing cold should be drunk at a regular meal, except by persons in vigorous health.

"We have personally known of a lady who was for a long time in poor health to the mystification of several physicians whom she consulted, when at last we discovered that she made a most extravagant use of strong coffee many times a day—in fact, she had a pot of coffee always at hand. Following the advice to abstain from coffee resulted in an immediate end of all her trouble.

"In regard to strength it is maintained by some that one pound of the bean should make sixty cups of the very best coffee. If a man takes coffee for breakfast only, one pound should last him two months, or six pounds a year. One pound of coffee should be made to last a family of ten persons, young and old, one week. Put about two ounces of ground coffee in a quart of water, or rather divide the coffee into seven portions, one for each breakfast in the week, and make a quart of coffee out of it, which will be sixty-four teaspoonfuls. Give the youngest two teaspoonfuls and the oldest a dozen, the remainder of the one cup being filled up with boiled milk. This will give a cup of coffee sufficiently strong for all healthful purposes, for the respective ages; and for various

reasons, pecuniary as well as physical, some such systematic plan a this should be adopted in every family in the land.

"How to make the cup of coffee good is a third question. It is, perhaps, as good and as easy a plan as any to buy the coffee unground, pick out those grains that are imperfect, wash it, parch as much as will last a day or two, with your eye upon it all the time, until it is a rich brown, with no approach of black about it. Grind only enough for the day's use; grind it fine, for the greater the surface exposed to the hot water the more of the essence you will have; pour the boiling water on the coffee and close it up. Some boil it a little; others prefer not to boil at all, but let it stand to clear ten minutes, then use."

Editors Note: At this point an earlier editor of Coffee and Tea Industries had had quite enough. A man of strong convictions, and equally strong words, he proceeded to take the editor of the publication in which the above article had originally appeared to task.

"We have every reason to believe that the editor of the **Manufacturer and Builder** is a man of rare ability, well posted in mechanics, a scientist, a chemist, a medical doctor, a musician of considerable talent and altogether a gentleman, and therefore, we feel sorry that he should have endorsed such absurd nonsense. We have not room nor time to grind it and sift it. We leave that for our readers to do, but it is neither sensible, nor practical, nor logical. Any other beverage than coffee may not wholly ruin the health—some may. Is coffee stimulating in the sense of wine, cider or beer? If so, abstain. If it is safe to drink it at all, is not the effect upon each individual the best gauge as to quantity as well as quality? We have known many women who had it handy, and used it apparently to excess, who never needed to call in a doctor; and, on the other hand we know a man who, if he should simply eat an egg, a doctor might be of valuable service. You can never regulate the quantity of butter-milk a child may drink, or pot cheese it may eat, in a **Manufacturer and Builder's** journal, however smart you may be. All families are not alike.

We did not know how many teaspoonfuls there were in a quart until we read it in the above article, but we

have known the youngest of some families who could go the whole sixty-four and not hurt them, and others where one spoonful might cause the poor thing to collapse. But to the third and last question.

"How to make a cup of coffee good, is ridiculous as it would be possible for an ignoramus to write. Is it as easy a plan as any to buy green coffee, if ignorant of the quality, to pick out the imperfect grains, without some kind of knowledge as to what is or is not imperfect? Why wash it; if you do it will take as long again to parch or roast. Is it as easy to roast it in a small quantity of a rich brown with no approach to black about it as to buy it already roasted of the shade and quality you want. It used to be the custom to do just as the above article advises, but not so in any eastern or western town now, any more than one would prefer to ride in an ox wagon to a Pullman palace car. The M. and B. is this time behind the age".

■ ■

TRADE CALENDER

August 11-14

Alabama Wholesale Grocers Ass'n,
Battle House, Mobile

August 21-24

National Fancy Food & Confection Show
Hotel Astor,
New York, N. Y.

August 25-28

National-American Wholesale
Grocers Ass'n.
Baniff Springs Hotel,
Banff Springs Hotel,

October 9-12

Tea Ass'n. of the U.S.A., Inc.
Diplomat Hotel
Hollywood, Fla.

October 29—Nov 1

National Automatic Merchandising Assoc.,
Convention Hall,

January, 1961

National Coffee Association
Boca Raton Hotel
Boca Raton, Fla.
Miami Beach, Fla.

January 12-15

Association of Institutional Distributors
Galt Ocean Mile Hotel
Fort Lauderdale, Fla.

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● SPECIAL REPORT

NRTCMA MEMBERS

GEAR FOR UPGRADED SALES

Despite the innovation of supermarket coffee price juggling, tea and coffee continue to be the fastest moving products in the baskets of routemen covering the nearly \$200 million homedelivery service industry.

And tea and coffee companies are gearing to upgrade sales through recruitment of new route customers from present territories.

Home delivery service executives were laying plans to get greater customer coverage at the 45th annual convention of the National Retail Tea & Coffee Merchants in Chicago, June 26-29.

In business sessions and informal meetings in the Drake Hotel, route operators agreed that two principal directions must be taken to overcome the industry's top problem of getting new accounts.

Heavier testing of premiums, as well as selection of gifts which have greater appeal to housewife buyers, was one goal.

Advance men or solocitors, who break the ice for regular home delivery men to make their 24 route calls annually, must get better training in how to sell customers, was the second major effort coffee and tea officials forswore they would have to make.

On the home routes territories, solocitors seek to line up new customers through offering an attractive premium before the prospective buyer makes any purchases.

This is directly contrary to many supermarket operations, which offer gifts either via register tape plans, as promotional pluses or redemptions for trading stamps, after the shopper has bought products in the food store.

Consequently, the premiums being offered by route companies must be appealing enough to induce housewives to become regular route customers.

The private label tea and coffee products sold by the 104 members of the NRT & CMA member companies rotate approximately 15 times annually.

Although routes companies get 10 to 20 cents a pound higher retail prices than supermarkets for tea and coffee products, routes officials are convinced that they cannot sacrifice quality or take a price loss to meet the supermarket competition.

The long-time determination to stock with quality standards apparently is paying dividends. Route company officials concede that roughly one-third of their total dollar volume is done yearly in this category.

To enhance the profit picture, home delivery companies have been steadily adding non-food items to broaden product lines.

Today, roughly one-third of home delivery sales are made in general merchandise lines such as housewares, electrical appliances, and so forth.

Another third of sales comes from non-food grocery items such as soaps and detergents, waxes, polishes, and so forth.

Although coffee and tea companies get jobber discounts on their purchases from manufacturers, the rela-

tively high cost of business cuts into net profit figures.

Jobber discounts enable route companies to take from 50 to 55 percent markup.

The industry takes about a four percent flat net profit margin on each of its three major sales categories.

As further steps to strengthen its competitive position, the industry has gradually been adding credit, has gone into mail order sales, and it is universal practice to furnish customers with catalogs of a company's merchandise.

Most of the major tea and coffee route companies have their own catalogs.

For smaller firms, which can't afford to line up production contracts at cost figures which will enable them to make a profit and as a result don't have catalogs, the NRT & CMA acts as manufacturers representative and publishes an annual catalog of several hundred items.

The routes industry does not media advertising. Its ad allowances are reflected in the premiums it gives to customers.

U.S.D.A. charts increase in world tea production

The United States Department of Agriculture has estimated that world production of tea during 1960, excluding Communist China and the U.S.S.R., will reach 1,720 million pounds. The figure is two percent higher than the revised 1959 estimate of 1,686 million pounds.

The Department figures broke down production county-by-county in the following manner. Indian production is expected to reach 730 million pounds, with steps being taken by that government to improve the competitive position of Indian tea. Production in Ceylon is expected

to reach 420 million pounds, and the country has modified its taxes on tea in an effort to benefit producers and stimulate output. Production, in the third of the Asian producing nations, Indonesia, is expected to decline during the period. Shortages in transportation, restricted imported supplies, including fertilizer, and the abolition of an incentive bonus for estate managers will be the main contributing factors.

African production of tea has continued to increase rapidly, but the total is relatively small and is not yet an important factor in world trade. The outlook for 1960 now stands at 103-million pounds, five times more than for the period 1935-39, and more than double that for the years 1950-54. Kenya still ranks highest among African producers with output based on a record crop of 27.9 million pounds, up 2.7 million pounds from 1958.

The Department estimated that U. S. imports in the immediate future is expected to follow the established pattern of continued gradual increase. No significant short term increases are expected, since increasing quantities of coffee are now available at relatively low price levels, and there are indications that this abundance will continue for the next few years.

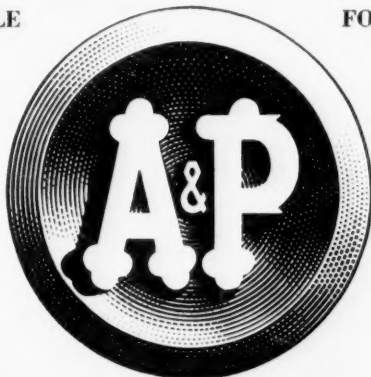
Renato Costa Lima resigns as IBC head

Brazil's President Kubitschek has accepted with regret the resignation of Renato Costa Lima, president of the IBC. Costa Lima had held the position since September of 1958.

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N.Y. COFFEE AND SUGAR EXCHANGE**

Fedecame manager sees dangers in "new markets"

The National Coffee Association's newsletter reports that Augustin Ferreiro, manager of Fedecame, has written on the dangers inherent in opening new markets for coffee. Ferreiro mentioning the risk potential in these new areas, points out that coffee could be dumped in these localities and then resold to the detriment of the price stability which has been achieved by the International Coffee Agreement. He states that, countries buying coffee for resale might be willing to take a considerable price sacrifice either because they were in need of foreign currency or because the coffee deal afforded them an outlet for their industrial production, or both. Ferreiro believes it is necessary that policies and regulations be incorporated in present and future agreements to provide regulations for new market transactions, particularly those involving barter arrangements.

Pro-and-con on World Bank loan to Kenya

Latin America has expressed concern at the recent World Bank Loan of \$5.6-million to Kenya through the medium of Brazilian Ambassador Walther Moreira Salles. Salles' speech, delivered at a New York University luncheon by Maury Gurgel Valente, counselor for the Brazilian Embassy indicated the fears of this hemisphere's producing countries in the following charge, "that the loan would contribute to the expansion of coffee production in the African territory, which according to the economic justification prepared by the bank itself is likely to grow at the rate of seven percent yearly." Salles further indicated that, "this compares with an average yearly

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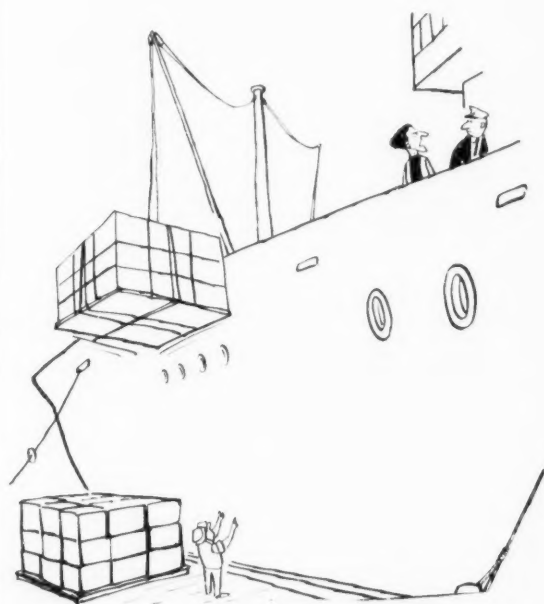
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growth of three percent, at most, in overall world consumption of coffee."

"We will continue to bear our share of the burden that an internal stabilization program necessarily entails," said Salles, "the fulfillment of which has been scrupulously observed on our part." He was hopeful that international institutions of credit and other producing countries would refrain from unilateral action which would jeopardize the stabilizing effects of the coffee agreement.

Salles further urged that discriminatory taxation of imports to the European community of nations should be reduced or eliminated. This, he indicated, would make for a healthier climate with increases of several million bags of coffee exported annually to Europe.

Speaking for the World Bank, Eugene R. Black, that organization's president defended the policy of supporting African agrarian communities. United Press quoted Black as saying, "If we don't start by helping the African people to get food and improve their crops, then we might as well go out of business." Black did not indicate his feelings on how more food for the African community was helpful to the Latin American coffee producers.

LaTouraine coffee schedules New York's first "Vend-o-rama"

"The Coming Age of Fresh-Brew Vending" will be highlighted in the first exhibit of fresh-brew vending machines to be scheduled in New York. Sponsored by LaTouraine Coffee Company, the event is scheduled for September 9 and 10 at the company's roasting plant located at 46th Street and Twelfth Avenue.

The exhibit will feature demonstrations of the much talked about one-cup-a-time fresh brew principle, and other new developments in coffee vending. Demonstrating their machines will be Apco, Inc., Avenco, Bally Vending Corp.; Coffee-Mat Corp.; Cole Products Corp.; Continental Vending Machine Corp.; Rowe Mfg. Corp., Inc.; Rudd-Melikian, Inc.; Schroeder Industries, Inc.; The Seeburg Corp.; Vendo Corp.; Sealpak; Fred Hebel Corp.; and others.

A consultant for the Coffee Brewing Institute will be on hand to discuss methods of quality control, and other experts in the fields of financing, legislation, taxes, and similar problems of the industry will be available.

Advertising manager named for Coffee and Tea Industries

Robert L. Eppelein has been appointed advertising manager of Coffee and Tea Industries, effective with the July issue.

Mr. Eppelein was formerly associated with Ziff-Davis Publishing Company in New York. Prior to this connection he had established and operated his own publishing firm for a number of years. His earlier experience was in the foreign transportation field.

Educated at the University of Miami, Eppelein resided in South Florida and the Caribbean area before coming to this area in 1955. He resides, with his wife and two children, in New York City.

JULY, 1960

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Package marking bill changes initiated

Reports from Washington indicate that the House passed import labeling bill (Package Marking Bill—HR 5054) has been rewritten by the Senate Finance Committee. The changes made were incorporated to meet the complaints of foodstuff importers. As originally passed by the House, the measure would subject to seizure any imported goods which had been repackaged without designating the country of origin.

According to Washington sources an amendment suggested by Chairman Harry F. Byrd, and approved by the Finance Committee, indicated that the Treasury Department would not have to enforce the labeling provisions (1) where it would disrupt the distributors involved, and (2) where the Treasury Department had determined that a violation of the law was not designated to deceive the public. *The Journal of Commerce* reported further that the amendment was expected to meet the demands of foodstuff importers who repackage foreign foodstuffs themselves, or sell in bulk to distributors for repackaging.

NCA's president John E. McKiernan, commenting on the amendment thanked the association members who had responded to his request that they join in protesting the bill as originally passed by the House. The National Coffee Association had been at the forefront in protesting the hardship such a bill would have worked on coffee processors in this country.

Steamship companies protest Uruguayan shipping practices

Two American steamship companies, Mississippi Shipping Co., Inc., and Moore-McCormack Lines, Inc., have protested operation by the Uruguayan Government of ships engaged in transporting coffee at substantially reduced rates. The lines have asked that pressure be brought to bear against these offensive practices through proper channels.

The lines claim that Uruguayan government ships have taken on Brazilian coffee at the ports of Santos and Paranagua at the rate of \$1.50 per bag, as compared with the \$2.50 prevailing conference rate for such shipments. In the event that proper pressure through channels does not bring about readjustment of prices the U. S. flag lines will initiate the commencement of an investigation under the provisions of Section 19, of the Merchant Marine Act of 1920.

According to the *Journal of Commerce*, Mississippi Shipping Co., spokesman indicated, "we and other conference lines have been advised that the trade has no objection to the \$2.50 rate, and there has been a suggestion that since all other costs have been increased, this rate might also be increased, but what the coffee trade both here, and in Brazil desire is stability. The fact that the \$2.50 coffee rate has been in effect for sometime without complaint raises a presumption of its reasonableness."

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A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

ABBREVIATIONS FOR LINES

Ahl Trans Car—Ahlmann Trans Caribbean Line
 Alcoa—Alcoa Steamship Co.
 Af-Pac—African Pacific Line
 Am-Exp—American Export Lines
 Am-Pres—American President Lines
 Am-Rep—American Republics Line
 Am-W Afr—American-West African Line
 B-Afr—Belgian African Line
 Barb-Wn—Barber Wilhelmsen Line
 Barb-Frn—Barber-Fern Line
 Barb-W Afr—Barber-West African Line
 Baron—Baron Line
 Bl-Dia—Black Diamond Steamship Co.
 Brodin—Brodin Line
 Carib—Caribbean Central American Line
 Col—Columbus Line
 Cunard—Brocklebanks' Cunard Service
 Daido—Daido Line
 Delta—Delta Line
 Dodero—Dodero Lines
 Eld-Dem—Elder Dempster Lines
 Ell-Buck—Ellerman & Bucknell S.S. Co.
 Farrell—Farrell Lines
 Grace—Grace Line
 Granco—Grancolombiana (New York), Inc.
 Gulf—Gulf & South American Steamship Co., Inc.
 GWA—Gulf West Africa Line
 Hellenic—Hellenic Lines Ltd.
 Hansa—Hansa Line

Hoegh—Hoegh Lines
 Hol-Pan—Holland-Pan-American Line
 Independence—Independence Line
 Isthmian—Isthmian Lines, Inc.
 JavPac—Java Pacific Line
 K Line—Kawasaki Kisen Kaisha, Ltd.
 Lawes—Lawes Shipping Co., Inc.
 Lloyd—Lloyd Brasileiro
 Lykes—Lykes Lines
 Maersk—Maersk Line
 Mam—Mamenic Line
 Nedlloyd—Nedlloyd Line
 Nopal—Northern Pan-American Line
 Norton—Norton Line
 O-M-E—Orient Mid-East Lines
 PacFar—Pacific Far East Line, Inc.
 Pac-Rep—Pacific Republics Line
 PacTrans—Pacific Transport Lines, Inc.
 Pioneer—American Pioneer Line
 PTL—Pacific Transport Lines, Inc.
 R Neth—Royal Netherland Steamship Co.
 Robin—Robin Line
 Scindia—Scindia Steam Navigation Co., Ltd.
 SCross—Southern Cross Line
 Sev-Stars—Seven Stars (Africa) Line
 Swed-Am—Swedish American Line
 Torm—Torm Lines
 U-Fruit—United Fruit Co.
 Wes-Lar—Westfal Larsen Co. Line
 Yamashita—Yamashita Line

ABBREVIATIONS FOR PORTS

At—Atlantic ports
 Ba—Baltimore
 Bo—Boston
 CC—Corpus Christi
 Ch—Chicago
 Chsn—Charleston
 Cl—Cleveland
 De—Detroit
 Ga—Galveston
 Gf—Gulf Ports
 Ha—Halifax
 Ho—Houston
 HR—Hampton Roads
 Jx—Jacksonville
 LA—Los Angeles
 Mo—Mobile
 MI—Montreal
 NO—New Orleans
 NY—New York
 NN—Newport News
 Nf—Norfolk
 Pa—Philadelphia
 Po—Portland
 PS—Puget Sound
 Sa—Savannah
 SD—San Diego
 SF—San Francisco
 Se—Seattle
 St Jo—Saint John
 Ta—Tacoma
 Va—Vancouver

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.



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COFFEE BERTHS

ABIDJAN

7/12	Owerri	Eld-Dem	NY7/28	Ba7/31	Bo8/1
7/13	Afr Dawn	Farrell	NY7/28		
7/18	Crestville	Am-WAfr	USA8/15		
7/18	Del Alba	Delta	N08/5		
7/30	Afr Piigri	Farrell	NY7/28		
8/2	Tatra	Am-WAfr	USA8/15		
8/2	Daloo	Bl-Dia	NY8/20		
8/16	Del Mundo	Delta	N08/1		
8/17	Afr Glen	Farrell	NY9/1		
8/22	Afr Sun	Farrell	NY9/6		
8/25	Tana	Am-WAfr	USA9/15		
9/3	Del Santos	Delta	N09/19		
9/7	Afr Grove	Farrell	NY9/22		
9/22	Del Alba	Delta	N010/8		

ANGRA DOS REIS

7/14	Del Sol	Delta	N08/1	Ho8/5	
7/15	Skogaland	Brodin	Ba7/30	NF8/30	NY8/1 Pa8/3 Bo8/5 M18/9
7/19	Nordglimt	Nopal	N08/2	Ho8/5	
7/19	Gudmundra	Norton	NY8/5	Bo8/9	Pa8/11 Ba8/12
7/22	Santos	Stockard	NY8/7	Bo8/10	Pa8/12 Ba8/13 NF8/16
7/22	Itajai	Brodin	Ba8/6	NF8/6	NY8/8 Pa8/10 Ba8/12 M18/16
7/28	Del Aires	Delta	N08/15	Ho8/19	
8/5	Nyland	Brodin	Ba8/20	NF8/20	NY8/22 Pa8/24 Bo8/26 M18/30
8/9	Trader	Nopal	N08/23	Ho8/26	
8/11	Del Rio	Delta	N08/29	Ho9/9	
8/14	Folga	Nopal	N08/28	Ho8/31	

8/18	Del Viento	Delta	N09/5	Ho9/9	
8/21	Para	Nopal	N09/4	Ho9/7	
8/29	Lia	Brodin	Ba9/13	NY9/13	NY9/15 Pa9/17 Bo9/19 M19/23
9/1	Del Campo	Delta	N09/19	Ho9/23	
9/15	Del Valle	Delta	N010/3	Ho10/7	

BARRIOS

7/12	Karl Christian	Carib	Pa7/19	NY7/21	
7/12	Cd de Popayan	Granco	Ho7/17	N07/20	
7/15	Leith Hill	UFruit	Ho7/21	N07/25	
7/18	Marianne	Granco	Ho7/24	N07/27	
7/19	Arctic Tern	UFruit	NY7/26		
7/19	Majorka	Carib	Pa7/26	NY7/28	
7/22	Box Hill	UFruit	Ho7/28	N07/31	
7/26	Mataura	Carib	Pa8/1	NY8/3	
7/26	Arctic Gull	UFruit	NY8/2		
7/29	Christiane	UFruit	Ho8/4	N08/7	
8/3	Karl Christiane	Carib	Pa8/9	NY8/10	
8/5	Leith Hill	UFruit	Ho8/11	N08/14	
8/9	Arctic Tern	UFruit	NY8/16		
8/12	Box Hill	UFruit	Ho8/18	N08/21	
8/16	Arctic Gull	UFruit	NY8/23		
8/19	Christiane	UFruit	Ho8/25	N08/28	
8/26	Leith Hill	UFruit	Ho9/1	N09/4	
8/30	Arctic Tern	UFruit	NY9/6		

BUENAVENTURA

7/10	Banker	Gulf	Ho7/18	N07/24	
7/12	Santa Fe	Grace	LA7/22	SF7/25	Pa7/31
7/12	Cd de Ibaque	Granco	Ho7/20	N07/22	
7/13	Santa Maria	Grace	NY7/20		
7/15	Cd de Barranquilla	Granco	Ba7/21	Pa7/22	NY7/24

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NEW ORLEANS
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ship sailings

BUENAVENTURA *Continued*

7/21	Farmer	Gulf	Ho7/29 N08/3
7/21	Cd Medellin	Granco	Ho7/29 N08/3
7/22	Cd de Tunja	Granco	Ba7/28 Pa7/29 NY7/31
7/29	Cd de Guayaquil	Granco	Ba8/4 Pa8/5 NY8/7
8/1	Merchant	Gulf	Ho8/9 N08/13

CORINTO

5/23	Csta Rica	Mam	Ba8/5 NY8/10
8/14	Alida Gorthon	Mam	Ba8/26 NY8/31
7/19	Managua	Mam	Ho7/29 N08/3
8/10	El Salvador	Mam	Ho8/19 N08/23

CORTES

7/10	Christiane	UFruit	Ho7/15 N07/18
7/17	Leith Hill	UFruit	Ho7/21 N07/25
7/17	Majorka	Carib	Pa7/26 NY7/27
7/20	Arctic Tern	UFruit	NY7/26
7/24	Mataura	Carib	Pa8/1 NY8/2
7/24	Box Hill	UFruit	Ho7/28 N07/21
7/31	Christiane	UFruit	Ho8/4 N08/7
8/1	Karl Christiane	Carib	Pa8/9 NY8/10
8/7	Leith Hill	UFruit	Ho8/11 N08/14
8/7	Majorka	Carib	Pa8/16 NY8/17
8/10	Arctic Tern	UFruit	NY8/16
8/14	Box Hill	UFruit	N08/18 N08/21
8/17	Arctic Gull	UFruit	NY8/23
8/21	Christiane	UFruit	Ho8/25 N08/28
8/28	Leith Hill	UFruit	Ho9/1 No9/4
8/31	Arctic Tern	UFruit	NY9/6

CRISTOBAL

7/23	Zephyr	UFruit	Ho7/30 No8/1
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DAR es SALAAM

7/12	Francois	Af. Pac	LA8/19 SF8/22 Po8/26 Se8/29 Va8/31
7/12	Mishima Maru	Baron	Bo8/18 NY8/19 Pa8/24 Ba8/25 N09/2
7/24	Sarangan	Nedlloyd	LA9/10 SF9/14 Po9/19 Se9/24 Va9/28
8/13	Awoshima Maru	Baron	Bo9/17 NY9/18 Pa9/22 Ba9/23
8/13	Weybridge	Af. Pac	LA9/28 SF10/2 Po10/5 Se10/8 Va10/10
8/16	Afr Star	Farrell	Bo9/17 NY9/19
8/24	Lawak	Nedlloyd	LA10/12 SF10/16 Po10/21 Se10/25 Va10/30
9/1	Afr Rainbow	Farrell	Bo10/3 NY10/5
9/8	Leopold	Af. Pac	LA10/18 SF10/21 Po10/24 Se10/28
9/9	Sakishima Maru	Baron	Bo10/14 NY10/15 Pa10/19 Ba10/21 Ho11/1 N011/4
9/27	Afr Lightning	Farrell	Bo10/28 NY10/30
10/7	Okishima Maru	Baron	Bo11/11 NY11/12 Pa11/16 Ba11/17
			Ho11/28 N012/1
10/25	Afr Moon	Farrell	Bo11/24 NY11/26
11/2	Motoshima Maru	Baron	Bo12/11 NY12/12 Pa12/15 Ba12/16

DJIBOUTI

8/1	Sarangan	Nedlloyd	LA9/10 SF9/14 Po9/19 Se9/24 Va9/28
9/1	Lawak	Nedlloyd	LA10/11 SF10/16 Po10/21 Se10/25
			Va10/30

DOUALA

7/15	Crestville	Am-W Afr	USA 8/1
7/24	Afr Glen	Farrell	NY9/1
7/24	Bima	Bl-Dia	NY8/20
7/30	Tatra	Am-W Afr	USA 8/15
8/16	Afr Grove	Farrell	Bo10/3 NY10/5
8/22	Tana	Am-W Afr	USA 9/15
8/24	Dalao	Bl-Dia	NY9/20

EL SALVADOR

7/13	Rio Guayas	Granco	LA7/27 SF7/31
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Recent advances in our knowledge of coffee trees:

1. Physiology
2. Genetics
3. Cytology
4. Anatomy

The supply of better planting material

1. Arabicas
2. Canephoras (Robustas)
3. Asexual propagation of coffee

Mineral nutrition

1. High fertilizer applications and their effects on coffee yields
2. Detection and control of minor element deficiencies

Better control of water supply for coffee production

The sun-hedge system of coffee growing

The mechanization of cultural operations

Soil conservation on coffee plantations

Chemical weed control in coffee

Recent spraying for control of coffee diseases

Selection of coffee types resistant to the Hemileia leaf rust

Biological control of insect pests in coffee

Factors affecting the inherent quality of green coffee

Conclusions

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EL SALVADOR *Continued*

7/15	Santa Adela	Grace	LA7/22 SF7/25 PS7/31
7/15	Santa Fe	Grace	LA7/22 SF7/25 PS7/31
7/20	G. Ferraris	Italian	LA7/27 SF7/31 Va8/4 Se8/8 Po8/12
7/31	Mississippi	French	LA8/10 SF8/13 Va8/19 Se8/23 Po8/24
8/3	Santa Juana	Grace	LA8/10 SF8/13 PS8/25

GUATEMALA

7/12	Maryland	French	LA7/18 SF7/21 Va7/26 Se7/30 Po8/2
7/17	Santa Adela	Grace	LA7/22 SF7/25 PS7/31
7/17	Santa Fe	Grace	LA7/22 SF7/25 PS7/31
7/21	G. Ferraris	Italian	LA7/27 SF7/31 Va8/4 Se8/8 Po8/12
8/4	Mississippi	French	LA8/10 SF8/13 Va8/19 Se8/23 Po8/24

LA LIBERTAD

7/15	Managua	Mam	Ho7/29 N08/3
7/19	Costa Rica	Mam	Ba8/5 NY8/10
8/6	El Salvador	Mam	Ho8/19 N08/23
8/10	Alida Gorthon	Mam	Ba8/26 NY8/31

LA UNION

7/17	Managua	Mam	Ho7/29 N08/3
7/18	Zephyr	UFruit	Ho7/30 N08/1
7/22	Costa Rica	Mam	Ba8/5 NY8/10
8/8	El Salvador	Mam	Ho8/19 N08/23
8/12	Alida Gorthon	Mam	Ba8/26 NY8/31

LOBITO

7/21	Lindi	B-Afr	NY8/11
8/4	Steenstraete	B-Afr	NY8/25

LUANDA

7/11	Del Alba	Delta	N08/5
7/12	Afr Pilgrim	Farrell	NY8/14
7/16	Lindi	B-Afr	NY8/11
7/30	Afr Glen	Farrell	NY9/1
7/30	Steenstraete	B-Afr	NY8/25
8/6	Afr Sun	Farrell	NY9/6
8/9	Del Mundo	Delta	N09/1
8/21	Afr Grove	Farrell	NY9/22
8/27	Del Santos	Delta	N09/19
9/15	Del Alba	Delta	N010/8

MATADI

7/13	Marchevette	B-Afr	NY7/28
7/19	Afr Pilgrim	Farrell	NY8/14
7/27	Lindi	B-Afr	NY8/11
7/29	Afr Glen	Farrell	NY9/1
8/6	Del Mundo	Delta	N09/1
8/10	Steenstraete	B-Afr	NY8/25
8/13	Afr Sun	Farrell	NY9/6
8/20	Afr Grove	Farrell	NY9/22
8/25	Del Santos	Delta	N09/19
9/13	Del Alba	Delta	N010/8

MOMBASA

7/27	Sarangani	Nedlloyd	LA9/10 SF9/14 Po9/19 Se9/24 Va9/28
8/8	Afr Star	Farrell	Bo9/17 NY9/19
8/10	Awoshima Maru	Baron	Bo9/17 NY9/18 Pa9/22 Ba9/23
8/10	Weybridge	Kerr	LA9/28 SF10/2 Po10/5 Se10/8 Va10/10
8/22	Afr Rainbow	Farrell	Bo10/3 NY10/5
8/27	Lawak	Nedlloyd	NY9/24 LA10/12 SF10/16 Po10/21 Se10/25 Va10/30
9/4	Leopold	Kerr	LA10/18 SF10/21 Po10/24 Se10/28 Va10/29



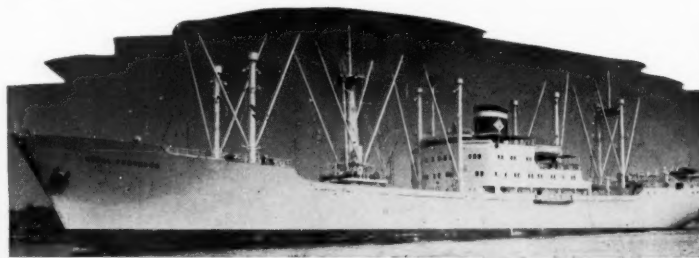
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ship sailings

9/6	Sakishima Maru	Baron	Bo10/14 NY10/15 Pa10/19 Ba10/21	8/10	Mormacland	Pac-Rep	LA9/6 SF9/9 Va9/19 Se9/20 Po9/22
9/19	Afr Lightning	Farrell	Bo10/28 NY10/30	8/12	Folga	Nopal	N08/28 Ho8/31
10/5	Okishima Maru	Baron	Bo11/11 NY11/12 Pa11/16 Ba11/17	8/15	Del Viento	Delta	N09/5 Ho9/9
			Holl/1 N011/4	8/17	Brasil	Lloyd	NY9/5
10/17	Afr Moon	Farrell	Bo11/24 NY11/26	8/18	Para	Nopal	N09/4 Ho9/7
11/4	Motoshima Maru	Baron	Bo12/11 NY12/12 Pa12/15 Ba12/16	8/21	Cuba	Lloyd	N09/8 Ho9/14
				8/22	Del Mar	Delta	N09/7 Ho9/14
				8/26	Lia	Brodin	Ba9/13 Nf9/13 NY9/15 Pa9/17 Bo9/19
							M19/23
				8/27	America	Lloyd	NY9/16
				8/29	Del Campo	Delta	N09/19 Ho9/23
				9/5	Del Norte	Delta	N09/21 Ho9/28
				9/12	Del Valle	Delta	N010/3 Ho10/7

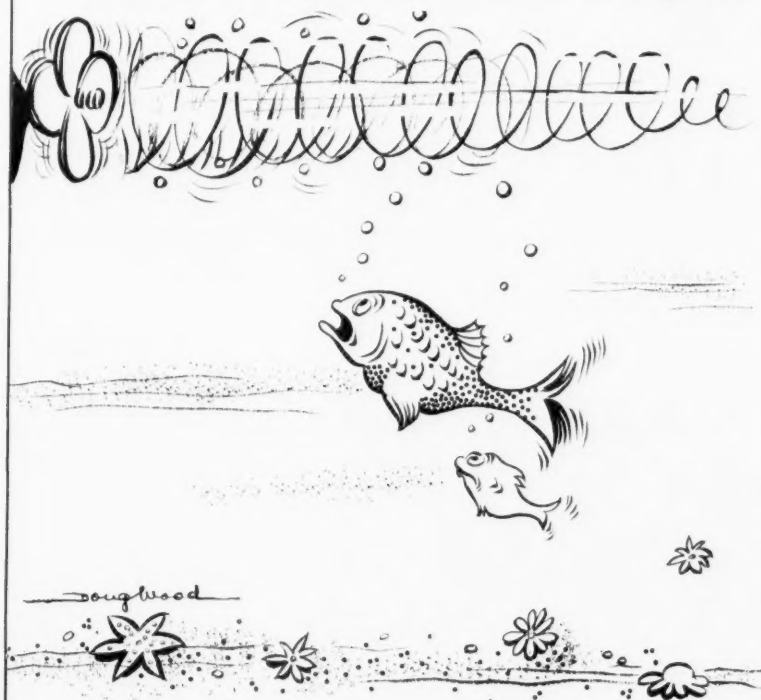
PARANAGUA

7/11	Del Sol	Delta	N08/1 Ho8/5
7/12	Mormacswan	Am-Rep	NY7/31 Bo8/3 Pa8/5 Ba8/7 Nf8/8
7/12	Skogaland	Brodin	Ba7/30 NY8/1 Pa8/3 Bo8/5 M18/9
7/13	Mormacdawn	Pac-Rep	LA8/9 SF8/12 Va8/22 Se8/23 Po8/25
7/16	Nordglint	Nopal	N08/2 Ho8/5
7/16	Gudmundra	Norton	NY8/5 Bo8/9 Pa8/11 Ba8/12
7/16	Mormaclark	Am-Rep	Jx8/6 NY8/10 Bo8/13 Pa8/15 Ba8/17
7/18	Nicaragua	Lloyd	NY8/5
7/18	Anne Christina	Bl-Dia	NY8/8 Bo8/11 Ba8/14 Pa8/16
7/18	Del Norte	Lloyd	N08/3 Ho8/10
7/19	Itajai	Brodin	Ba8/6 Nf8/6 NY8/8 Pa8/10 Bo8/12 M18/16
7/20	Santos	Stockard	NY8/7 Bo8/10 Pa8/12 Ba8/13 Nf8/16
7/20	Mormachawk	Am-Rep	NY8/7 Bo8/10 Pa8/12 Ba8/14 Nf8/15
7/21	Peru	Lloyd	N0 8/8 Ho8/12
7/25	Del Aires	Delta	N08/15 Ho8/19
7/27	Haiti	Lloyd	NY8/16
7/27	Mormacmar	Pac-Rep	LA8/23 SF8/26 Va9/5 Se9/6 Po9/8
7/27	Mormacreed	Am-Rep	Ba8/15 Pa8/17 NY8/18 Bo8/21 M18/24
8/1	Del Sud	Delta	N08/17 Ho8/24
8/2	Nyland	Brodin	Ba8/20 Nf8/20 NY8/22 Pa8/24 Bo8/26
			M18/30
8/2	Mormacdove	Am-Rep	Jx8/27 NY8/31 Bo9/4 Pa9/6 Ba9/7
8/6	Trader	Nopal	N08/23 Ho8/26
8/7	Domingos	Lloyd	NY8/26
8/8	Gemma	Bl-Dia	NY8/29 Bo9/1 Ba9/4 Pa9/6
8/8	Del Oro	Delta	N08/29 Ho9/9
8/10	Mormacmail	Am-Rep	NY8/27 Bo9/1 Ba9/3 Nf9/4

RIO de JANEIRO

7/11	Venezuela	Lloyd	NY7/26
7/13	Mormacteal	Am-Rep	Ba7/27 Pa7/29 NY7/30 Bo8/2 M18/6
7/15	Del Sol	Delta	N08/1 Ho8/5
7/16	Skogaland	Brodin	Nf7/30 Ba7/30 NY8/1 Pa8/3 Bo8/5 M18/9
7/17	Mormacswan	Am-Rep	NY7/31 Bo8/3 Pa8/5 Ba8/7 Nf8/8
7/20	Nordglint	Nopal	N08/2 Ho8/5
7/20	Mormacmar	Rac-Rep	LA8/23 SF8/26 Va9/5 Se9/6 Po9/8
7/20	Gudmundra	Norton	NY8/5 Bo8/9 Pa8/11 Ba8/12
7/21	Nicaragua	Lloyd	NY8/5
7/21	Del Norte	Delta	N08/3 Ho8/10
7/21	Mormaclark	Am-Rep	Jx8/6 NY8/10 Bo8/13 Pa8/15 Ba8/17
7/22	Brasil	Am-Rep	NY8/1
7/22	Santos	Stockard	NY8/7 Bo8/10 Pa8/12 Ba8/13 Nf8/16
7/23	Itajai	Brodin	Ba8/6 Nf8/6 NY8/8 Pa8/10 Bo8/12 M18/16
7/24	Mormachawk	Am-Rep	NY8/7 Bo8/10 Pa8/12 Ba8/14 Nf8/15
7/25	Peru	Lloyd	N08/8 Ho8/12
7/29	Del Aires	Delta	N08/15 Ho8/19
7/31	Haiti	Lloyd	NY8/16
7/31	Mormacreed	Am-Rep	Ba8/15 Pa8/17 NY8/21 M18/24
8/2	Mormacland	Pac-Rep	LA9/6 SF9/9 Va9/19 Se9/20 Po9/22
8/4	Del Sud	Delta	N08/17 Ho8/24

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8/6	Mormac dove	Am-Rep	NY8/20	Mo8/23	Pa8/25	Ba8/27	Nf8/28		8/5	Mormac dove	Am-Rep	NY8/20	Bo8/23	Pa8/25	Ba8/27	Nf8/28
8/10	Nyland	Brodin	Ba8/20	Nf8/20	NY8/22	Pa8/24	Bo8/26		8/8	Trader	Nopal	N08/23	Ho8/26			
							M18/30		8/8	Mormac land	Rac-Rep	LA9/6	SF9/9	Va9/19	Se9/20	Pe9/22
8/10	Trader	Nopal	N08/23	Ho8/26					8/9	Gemma	Bi-Dia	NY8/29	Bo9/1	Ba9/4	Pa9/6	
8/11	Domingos	Lloyd	NY8/26						8/10	Domingos	Lloyd	NY8/26				
8/12	Mormacwren	Am-Rep	Jx8/27	NY8/31	Bo9/4	Pa9/6	Ba9/7		8/10	Del Oro	Delta	N08/29	Ho9/9			
8/12	Del Oro	Delta	N08/29	Ho9/9					8/11	Mormacwren	Am-Rep	Jx8/27	NY8/31	Bo9/4	Pa9/6	Ba9/7
8/14	Mormacmail	Am-Rep	NY8/27	Bo8/30	Pa9/1	Ba9/3	Nf9/4		8/13	Mormacmail	Am-Rep	NY8/27	Bo8/30	Pa9/1	Ba9/3	Nf9/4
8/15	Folga	Nopal	N08/28	Ho8/31					8/13	Folga	Nopal	N08/28	Ho8/31			
8/19	Del Viento	Delta	N09/5	Ho9/9					8/17	Del Viento	Delta	N09/5	Ho9/9			
8/21	Brasil	Lloyd	NY9/5						8/20	Para	Nopal	N09/4	Ho9/7			
8/22	Para	Nopal	N09/4	Ho9/7					8/20	Brasil	Lloyd	NY9/5				
8/25	Cuba	Lloyd	N09/8	Ho9/14					8/23	Cuba	Lloyd	N09/8	Ho9/14			
8/25	Del Mar	Delta	N09/7	Ho9/14					8/24	Del Mar	Delta	N09/7	Ho9/14			
8/31	America	Lloyd	NY9/16						8/28	Lia	Brodin	Ba9/13	Nf9/13	NY9/15	Pa9/15	Pa9/17
9/2	Del Campo	Delta	N09/19	Ho9/23											Bo9/19	M19/23
9/8	Del Norte	Delta	N09/21	Ho9/28					8/30	America	Lloyd	NY9/16				
9/16	Del Valle	Delta	N010/3	Ho10/7					8/31	Del Campo	Delta	N09/19	Ho9/23			
									9/7	Del Norte	Delta	N09/21	Ho9/28			
									9/14	Del Valle	Delta	N010/3	Ho10/7			

SAN JUAN

7/21	Managua	Mam	Ho7/29	N08/3			
7/25	Costa Rica	Mam	Ba8/5	NY8/10			
8/12	El Salvador	Mam	Ho8/19	N08/23			
8/16	Alida Gorthon	Mam	Ba8/26	NY8/31			

SANTOS

7/10	Venezuela	Lloyd	NY7/26				
7/11	Mormadawn	Pac-Rep	LA8/9	SF9/12	Va8/22	Se8/23	Pe8/25
7/12	Mormacteal	Am-Rep	Ba7/27	Pa7/29	NY7/30	Bo8/2	M18/6
7/13	Del Sol	Delta	N08/1	Ho8/5			
7/14	Skogaland	Brodin	Ba7/30	Nf7/30	NY8/1	Pa8/3	Bo8/5
7/15	Mormacswan	Am-Rep	NY7/31	Bo8/3	Pa8/5	Ba8/7	Nf8/8
7/18	Nordglint	Nopal	N08/2	Ho8/5			
7/19	Anne Christina	Bi-Dia	NY8/8	Bo8/11	Ba8/14	Pa8/16	
7/20	Mormacclark	Am-Rep	JX8/6	NY8/10	Bo8/13	Pa8/15	Ba8/17
7/20	Del Norte	Delta	N08/3	Ho8/10			
7/20	Nicaragua	Lloyd	NY8/5				
7/21	Itajai	Brodin	Ba8/6	Nf8/6	NY8/8	Pa8/10	Bo8/12
7/21	Santos	Stockard	NY8/7	Bo8/10	Pa8/12	Ba8/13	Nf8/16
7/21	Brasil	Am-Rep	NY8/1				
7/23	Peru	Lloyd	N08/8	Ho8/12			
7/23	Mormachawk	Am-Rep	NY8/7	Bo8/10	Pa8/12	Ba8/14	Nf8/15
7/25	Mormacmar	Pac-Rep	LA8/23	SF8/26	Va9/5	Se9/6	Pe9/8
7/30	Mormacreed	Am-Rep	Ba8/17	Pa7/17	NY8/18	Bo8/21	M18/24
7/30	Haiti	Lloyd	NY8/16				
8/3	Del Sud	Delta	N08/17	Ho8/24			
8/4	Nyland	Brodin	Ba8/20	Nf8/21	NY8/22	Pa8/24	Bo8/26
							M18/30

TANGA

7/26	Sarangan	Nedlloyd	NY8/24	LA9/10	SF9/14	Pe9/19	Se9/24
							Va9/28
8/14	Afr Star	Farrell	Bo9/17	NY9/19			
8/26	Lawak	Nedlloyd	NY9/24	LA10/12	SF10/16	Pe10/21	
						Se10/25	Va10/30
8/28	Afr Rainbow	Farrell	Bo10/3	NY10/5			
9/25	Afr Lightning	Farrell	Bo10/28	NY10/30			
10/23	Afr Moon	Farrell	Bo11/24	Ho11/26			

VICTORIA

7/17	Del Sol	Delta	N08/1	Ho8/5			
7/26	Peru	Lloyd	N08/8	Ho8/12			
7/31	Del Aires	Delta	N08/15	Ho8/19			
8/14	Del Oro	Delta	N08/29	Ho9/9			
8/21	Del Viento	Delta	N09/5	Ho9/9			
8/23	Para	Nopal	N09/4	Ho9/7			
8/26	Cuba	Lloyd	N09/8	Ho9/14			
9/4	Del Campo	Delta	N09/19	Ho9/23			
9/18	Del Valle	Delta	N010/3	Ho10/7			

TEA BERTHS

BEIRA

9/15	Afr Lightning	Farrell	Bo10/28	NY10/30		
10/13	Afr Moon	Farrell	Bo11/24	NY11/26		

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7/10	Steel Vendor	Isthmian	N08/15
7/20	Alcoa Runner	Isthmian	NY8/29 N09/6
7/21	Express	Am-Exp	Bo8/29 NY8/31 Pa9/3 HR9/5 Sa9/8 Chsn9/9 Ba9/13
8/9	Jaladhama	Scindia	Bo9/8 NY9/9 Pa9/12 Ba9/13 Nf9/14 Sa9/16 N09/19 Ho9/21 Ga9/23

COCHIN

7/15	Hayes	Am-Pres	NY8/19 Bo8/24 Pa8/26 Ba8/27 HR8/29
7/16	Deusto	O-M-E	C18-20 De9/1 Ch9/5 Mi9/10
7/17	Jaladharti	Scindia	Bo8/9 NY8/10 Pa8/13 Ba8/14 Nf8/16 Sa8/17 N08/21 Ho8/24 Ga8/27
7/18	Steel Advocate	Isthmian	Bo8/11 NY8/12
7/28	Arthur	Am-Pres	NY9/1 Bo9/7 Pa9/9 Ba9/10 HR9/12
8/2	Silverstream	Hoegh	Bo9/3 NY9/4 Pa9/7 Ba9/8 Nf9/9 Ga9/14 Ho9/16 N09/18
8/2	Express	Am-Exp	Bo8/29 NY8/31 Pa9/3 Sa9/8 Chsn9/9 Ba9/13
8/3	Alcoa Runner		NY8/29 N09/6
8/12	Coolidge	Am-Pres	NY9/16 Bo9/21 Pa9/23 Ba9/24 HR9/26
8/17	Jaladhama	Scindia	Bo9/8 NY9/9 Pa9/12 Ba9/13 Uf9/14 Sa9/16 N09/19 Ho9/21 Ga9/23
8/25	Polk	Am-Pres	NY10/2 Bo10/6 Pa10/9 HR10/10
9/2	Drake	Hoegh	Bo10/3 NY10/4 Pa10/7 Ba10/8 Nf10/9 Ga10/14 Ho10/16 N010/18

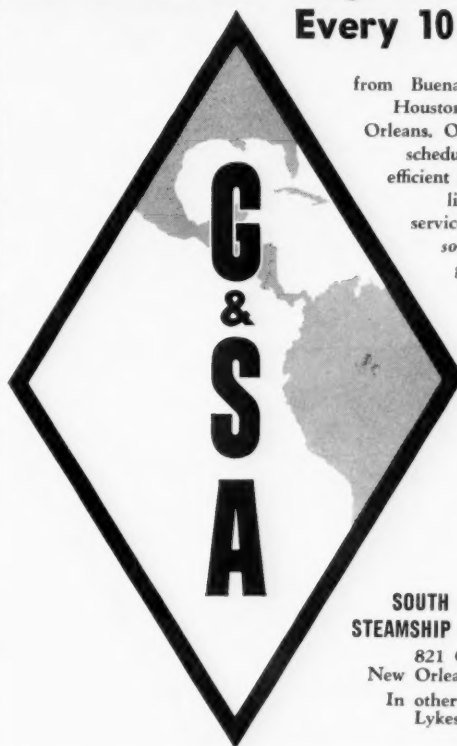
COLOMBO

7/12	Deusto	O-M-E	C1 8/30 De9/1 Ch9/5 Mi9/10
7/13	Hayes	Am-Pres	NY8/19 Bo8/24 Pa8/26 Ba8/27 HR8/29
7/14	Steel Vendor	Isthmian	N08/15
7/15	Jalaharati		Sa8/17 N08/21 Ha8/24 Ga8/27
		Scindia	Bo8/9 NY8/10 Pa8/13 Ba8/14 Nf8/16
7/16	Steel Advocate	Isthmian	Bo8/11 NY8/12
7/20	Laura	Maersk	Ha8/16 NY8/19 Mi9/5
7/26	Arthur	Am-Pres	NY9/1 Bo9/7 Pa9/9 Ba9/10 HR9/12
7/29	Silverstream	Hoegh	Bo9/3 NY9/4 Pa9/7 Ba9/8 Nf9/9 Ga9/14 Ho9/16 N09/18
8/1	Alcoa Runner	Isthmian	NY8/29 N09/6
8/7	Anna	Maersk	Ha9/5 NY9/8 Mi9/20
8/10	Coolidge	Am-Pres	NY9/16 Bo9/21 Pa9/23 Ba9/24 HR9/26
8/14	Santa Christina	Isthmian	N09/15
8/15	Jaladharati	Scindia	Bo9/8 NY9/9 Pa9/12 Ba9/13 Nf9/14 Sa9/16 N09/19 Ho9/21 Ga9/23
8/20	Hulda	Maersk	Ha9/16 NY9/19 Mi10/4
8/29	Drake	Hoegh	Bo10/13 NY10/4 Pa10/7 Ba10/8 Nf10/9 Ga10/14 Ho10/16 N010/18
9/7	Luna	Maersk	Ha10/4 NY10/7 Mi10/19
9/20	Olga	Maersk	Ha10/17 NY10/20 Mi11/5

DAR es SALAAM

8/16	Afr Star	Farrell	Bo9/17 NY9/19
9/1	Afr Rainbow	Farrell	Bo10/3 NY10/5
9/27	Afr Lightning	Farrell	Bo10/28 NY10/30
10/25	Afr Moon	Farrell	Bo11/24 NY11/26

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inventory
problems.

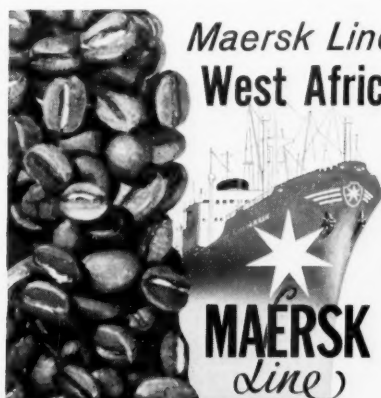
**GULF &
SOUTH AMERICAN
STEAMSHIP CO., INC.**
821 Gravier St.
New Orleans 12, La.
In other cities call
Lykes or Grace

DJAKARTA

7/18	Anna	Maersk	Ha9/16 NY9/19 Mi10/4
7/23	Madison	Am-Pres	LA8/30 NY9/15 Ba9/19 Bo9/22
7/29	Fillmore	Am-Pres	LA9/8 NY9/24 Ba10/1 Bo10/5
8/18	Luna	Maersk	Ha10/4 NY10/7 Mi10/19

DJIBOUTI

7/19	Steel Vendor	Isthmian	NY8/15
7/23	Steel Advocate	Isthmian	Bo8/11 NY8/12
8/8	Alcoa Runner	Isthmian	NY8/29 N09/6
8/20	Santa Cristina	Isthmian	N09/15



Maersk Line Provides the only Service from West Africa to both U.S. Atlantic and Pacific Ports

Monthly
sailings from
**MATADI
DOUALA
ABIDJAN
MONROVIA
FREETOWN**
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MAERSK LINERS®

MOLLER STEAMSHIP COMPANY, INC.

General Agents

30 Broad Street, New York 4, N.Y. • HANover 2-1500

West African Agents

MATADI: Agetraf, S. C. A. R. L., 3 rue de Vivi, P.O. Box 36, Matadi, Belgian Congo.

DOUALA: Societe Navale Delmas Vieljeux, P.O. Box 263, Douala, Cameroons.

ABIDJAN: Societe Navale Delmas Vieljeux, 17, Avenue Louis Barthe, P.O. Box 1281, Abidjan, Ivory Coast.

MONROVIA: Liberia Trading Corp., P.O. Box 125, Monrovia, Liberia.

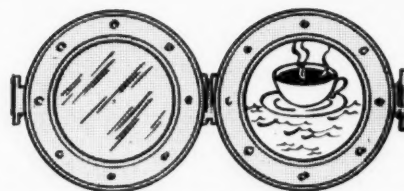
FREETOWN: Scandinavian Shipping Agencies Limited, 9 Gloucester St., P.O. Box 130, Freetown, Sierra Leone.

FLOTA ARGENTINA DE NAVEGACION DE ULTRAMAR (DODERO LINES)

FROM BRAZIL TO U. S. ATLANTIC & GULF PORTS

GENERAL AGENTS:

Cosmopolitan Shipping Co. Inc., 42 Broadway, N. Y. 4, N. Y.



ship sailings

TEA BERTHS

HONG KONG

7/10	Hoover	Am-Pres	SF7/30
7/14	Yamakimi Maru	Yamashita	NY8/17 Pa8/23 Ba8/24 Nf8/27
7/16	Dona Alicia	Stockard	NY8/30 Pa9/1 Ba9/2
7/18	Colorado Maru	K Line	SF8/12 NY8/26
7/18	Maren	Maersk	LA8/12 NY8/27
7/24	Tyler	Am-Pres	LA8/9 NY8/25 Ba9/1 Bo9/5
7/24	Cleveland	Am-Pres	SF8/11
7/24	Hozan Maru	K Line	N09/8 Ho9/11 Mo9/17 Ga9/29
8/1	Yamakuni Maru	Yamashita	NY9/13 Pa9/17 Ba9/18 Nf9/21
8/3	Rita	Maersk	SF8/25 NY9/11
8/7	Kamikawa Maru	K Line	SF8/24 LA8/26 NY9/12
8/13	Dona Nati	Stockard	NY9/25 Pa9/28 Ba9/30
8/14	Yamatata Maru	Yamashita	NY9/17 Pa9/23 Ba9/24 Na9/26
8/15	Wilson	Am-Pres	SF9/2 La9/8
8/18	Effie	Maersk	LA9/11 NY9/26
8/23	Fillmore	Am-Pres	LA9/8 NY9/24 Ba10/1 Bo10/5
9/3	Chastine	Maersk	SF9/26 NY10/11
9/18	Nicoline	Maersk	LA10/12 NY10/27

KOBE

7/11	Susan	Maersk	SF7/25 NY8/11
7/13	Taylor	Am-Pres	SF7/27 LA7/30 SD8/5
7/15	Hoover	Am-Pres	SF7/30
7/18	Johnson	Am-Pres	SF8/2 LA8/5 SD8/11
7/22	Yamakimi Maru	Yamashita	NY8/17 Pa8/23 Ba8/24 Nf8/27
7/23	Dona Alicia	Stockard	NY8/30 Pa9/1 Ba9/2
7/26	Maren	Maersk	LA8/12 NY8/27
7/28	Colorado Maru	K Line	SF8/12 NY8/26
7/28	Cleveland	Am-Pres	SF8/11
7/28	Van Buren	Am-Pres	SF8/12 LA8/15 SD8/21
8/3	Hozan Maru	K Line	N09/8 Ho9/11 Mo9/17 Ga9/29
8/11	Rita	Maersk	SF8/25 NY9/11
8/12	Garfield	Am-Pres	SF8/25 LA8/28 SD9/3
8/12	Yamakuni Maru	Yamashita	NY9/13 Pa9/17 Ba9/18 Nf9/21
8/18	Dona Nati	Stockard	NY8/30 Pa9/1 Ba9/2
8/19	Wilson	Am-Pres	SF9/2 La9/8
8/22	Yamatata Maru	Yamashita	NY9/17 Pa9/23 Ba9/24 Nf9/26
8/26	Effie	Maersk	LA9/11 NY9/26
8/28	Harrison	Am-Pres	SF9/12 LA9/15 SD9/21
9/11	Chastine	Maersk	SF9/26 NY10/11
9/26	Nicoline	Maersk	LA10/12 NY10/27

MOMBASA

8/8	Afr Star	Farrell	Bo9/17 NY9/19
8/22	Afr Rainbow	Farrell	Bo10/3 NY10/5
9/19	Afr Lightning	Farrell	Bo10/28 NY10/30
10/17	Afr Moon	Farrell	Bo11/24 NY11/26

SHIMIZU

7/13	Susan	Maersk	SF7/25 NY8/11
7/15	Taylor	Am-Pres	SF7/27 LA7/20 SD8/5
7/20	Johnson	Am-Pres	SF8/2 LA8/5 SD8/11
7/24	Yamakimi Maru	Yamashita	NY8/17 Pa8/23 Ba8/24 Nf8/27
7/25	Dona Alicia	Stockard	NY8/30 Pa9/1 Ba9/2
7/28	Maren	Maersk	LA8/12 NY8/27
7/30	Van Buren	Am-Pres	SF8/12 LA8/15 SD8/21
7/30	Colorado Maru	K Line	SF8/12 NY8/26
8/6	Hozan Maru	K Line	N09/8 Ho9/11 Mo9/17 Ga9/29
8/13	Rita	Maersk	SF8/25 NY9/11
8/14	Garfield	Am-Pres	SF8/25 LA8/28 SD9/3
8/14	Yamakuni Maru	Yamashita	NY9/13 Pa9/17 Ba9/18 Nf9/21
8/22	Dona Nati	Stockard	NY8/30 Pa9/1 Ba9/2
8/24	Yamatata Maru	Yamashita	NY9/17 Pa9/23 Ba9/24 Nf9/26
8/28	Effie	Maersk	LA9/11 NY9/26
8/30	Harrison	Am-Pres	SF9/12 LA9/15 SD9/21
9/13	Chastine	Maersk	SF9/26 NY10/11
9/28	Nicoline	Maersk	LA10/12 NY10/27

TANGA

8/14	Afr Star	Farrell	Bo9/17 NY9/19
8/28	Afr Rainbow	Farrell	Bo10/3 NY10/5
9/25	Afr Lightning	Farrell	Bo10/28 NY10/30
10/23	Afr Moon	Farrell	Bo11/24 NY11/26

YOKOHAMA

7/15	Susan	Maersk	SF7/25 NY8/11
7/16	Hoover	Am-Pres	SF7/30
7/18	Taylor	Am-Pres	SF7/27 LA7/30 SD8/5
7/22	Johnson	Am-Pres	SF8/2 LA8/5 SD8/11
7/26	Yamakimi Maru	Yamashita	NY8/17 Pa8/23 Ba8/24 Nf8/27

HANSA LINE

Deutsche Dampfschiffahrts-Gesellschaft "HANSA"
Bremen, Germany

Regular Monthly Service

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PERSIAN GULF

PAKISTAN

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NEW YORK 5, N. Y.

Cable Address: HANSFAHRT

TEX NEWYORK 2499

MNY 0244

Telephone

Whitehall 3-9790

Teletype N. Y. 1-1550

7/28	Dona Alicia	Stockard	NY8/30	Pa9/1	Ba9/2
7/30	Cleveland	Am-Pres	SF8/11		
7/31	Maren	Maersk	LA8/12	NY8/27	
8/1	Van Buren	Am-Pres	SF8/12	LA8/15	SD8/21
8/3	Colorado Maru	K Line	SF8/12	NY8/26	
8/7	Hozan Maru	K Line	N09/8	Ho9/11	Mo9/17 Ga9/29
8/15	Rita	Maersk	SF8/25	NY9/11	
8/16	Garfield	Am-Pres	SF8/25	LA8/28	SD9/3
8/17	Yamakuni Maru	Yamashita	NY9/13	Pa9/17	Ba9/18 Nf9/21
8/21	Wilson	Am-Pres	SF9/2	La9/8	
8/26	Yamataka Maru	Yamashita	NY9/17	Pa9/23	Ba9/24 Nf9/26
8/26	Dona Nati	Stockard	NY9/25	Pa9/28	Ba9/30
8/31	Effie	Maersk	LA9/11	NY9/26	
9/1	Harrison	Am-Pres	SF9/12	LA9/15	SD9/21
9/15	Chastine	Maersk	SF9/26	NY10/11	
9/30	Nicoline	Maersk	LA10/12	NY10/27	



Shipping Notes

• Two American shipping lines, prompted by the improving trade picture, have announced increased ocean freight services to the west coast areas of both South America, and Africa.

James Farrell, Jr., president of Farrell Lines, a pioneer in the development of African trade routes has announced that the line's services to that area are being increased. With the sailing of the African Sun from New York on July 8, Farrell Lines will inaugurate bi-weekly Friday departures to West African ports. The improved sailing schedule means that a ship carrying the Farrell flag will

depart New York for West Africa every Friday of the year.

Another recent announcement by Grace Lines indicates that firm's intention to provide more frequent sailings to western ports in South America. This, according to Grace vice president A. B. Wenzell is the first major revision of Grace schedules on the service since World War II. The revised Grace schedules are effective immediately, and call for 12 ships providing two sailings weekly. Five combination cargo-passenger Santas and seven of the firm's C-2 freighters will maintain the new schedule.

• Barber Steamship Lines has announced the entry into their Far East service of the new motorship "Tijuca". The "Tijuca" is the last of three sister ships which have been put into service for the company recently.

• Joseph J. Miller has announced his resignation as president of the Torm Lines Agency. Miller, who continues as a director of the agency, will be succeeded in the post by Henning-Esben-Peterson, formerly vice president.

• Moore-McCormack launched their new S/S "Moor-macape" during the latter part of June. The vessel is the third to come off the ways in the extensive ship replacement program now being undertaken by the company.

• The first of the new ships being built for Mississippi Shipping Company's Delta Lines was launched in mid-July. The new vessels are being constructed for the company by Avondale Marine Ways, Inc., of New Orleans.

• Scindia Steam Navigation Co., has announced the addition of Portland as a regular Pacific port of call. The company maintains services between the Pacific Coast and Bombay, Cochina, Colombo, Madras and Calcutta.

HENRY P. THOMSON, INC.

TEA IMPORTERS

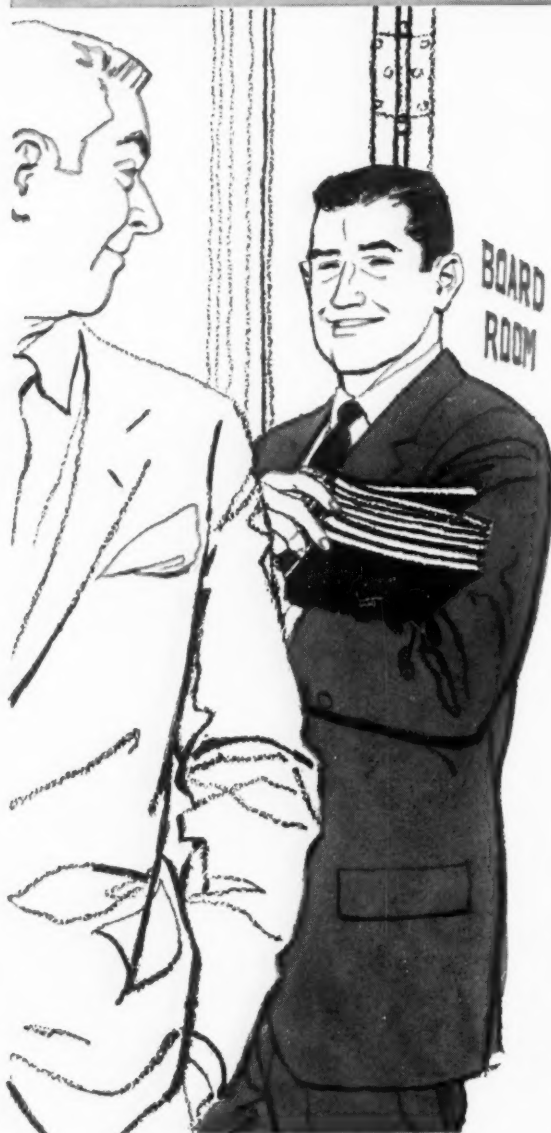
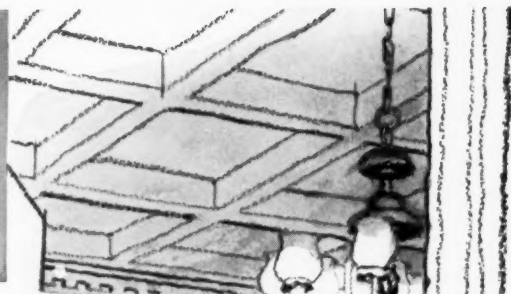
89 Broad Street
Boston, Mass.

120 Wall Street
New York 5, N. Y.

605 Third Street
San Francisco, Calif.

Member: Tea Association of the U. S. A.

**"We were
taking the plan
for granted"**



"You know, Ed, it's so easy to take these things for granted. I knew we'd put in the Payroll Savings Plan a long time ago. So I just assumed we had a good, sizable number of our employees who were buying U.S. Savings Bonds regularly.

"Well, last week our chairman asked me for the exact figures. When I checked up I found we had less than a third of our people making regular use of the Plan. We needed to have someone explain—in person—the convenience and soundness of this fine thrift program.

"I contacted our State Savings Bonds Director right away. With his quick, friendly help we set up a thorough canvass of everybody on the staff. We found that many of our company family were just waiting to have someone tell them how simple it is to share in this sound, systematic thrift plan. Then the polite suggestion, 'And why not start now?' really did the work. Today we have a participation we're proud of, and we're taking steps to increase it still more, every payday."

Experience of leading companies shows that spreading Payroll Savings information through the organization, person-to-person, results in quick increases in participation. And that brings such welcome benefits as lower employee turnover, better safety records and the keen satisfaction of helping your people to contribute to our Nations Peace Power.



ALL U.S. SAVINGS BONDS—OLD OR NEW—EARN $\frac{1}{2}\%$ MORE THAN BEFORE



COFFEE AND TEA INDUSTRIES



THE U. S. GOVERNMENT DOES NOT PAY FOR THIS ADVERTISEMENT. THE TREASURY DEPARTMENT THANKS, FOR THEIR PATRIOTISM, THE ADVERTISING COUNCIL AND THE DONOR ABOVE.

... how to create a plus sale ...

Fifteen years ago, a revolution shook the retailing world, a marketing revolution that hasn't yet ended. One of the major casualties of this revolution was the retail sales clerk. In the past decade-and-a-half, we have seen the decline and fall of the retail sales clerk and the corresponding rise of self-service shopping as a way of life. Today approximately 80 percent of all products sold throughout the country are sold on a self-service basis.

No longer can the retailer depend on his sales clerk—who was the best point-of-purchase piece a store could have—to spark the customer's interest and desire for a product which might have escaped her attention. No longer can the retailer depend on his sales clerk to upgrade a sale or to create a plus sale. Something had to fill this gap, something had to sell the customer who was in the store, for with all the changes that have occurred in retailing and marketing one thing has remained constant—the final sale is still made at the point-of-purchase.

Emphasis has shifted, as a result of this marketing revolution, from production to distribution—moving goods from the factory into the hands of the ultimate consumer. As a result of this shift in emphasis, a new phrase has been added to the jargon of the merchandising man, "The Marketing Concept".

Today, marketing-oriented management group together as a unit, all activities involved in moving goods from the end of the production line into the hands of the consumer, and perhaps more than any other single marketing effort, point-of-purchase activities integrate and combine all elements in the marketing strategy to create the sale.

Point-of-purchase, like other forms of advertising, can work alone. It will do a selling job for the manufacturer and the retailer even when it is unrelated to other media in a particular advertising campaign. But, it will do a much greater, much more profitable selling job when it is planned, developed and integrated into the overall advertising campaign.

How does it do this selling job? Why is it important to the retailer? Point-of-purchase advertising can create the all important plus sales—the sale that can increase volume and more importantly, profit for the retailers. Today, 34 percent of all sales are plus sales—unplanned impulse purchases, not just brand switches. Tomorrow, if manufacturers and retailers use point-of-purchase advertising to its full potential, these plus purchases could increase by 41 percent—41 percent more plus sales than the retailer is now getting. These figures were not just pulled out of a hat, these figures are the result of an extensive survey conducted for the Point-of-Purchase Advertising Institute by Louis Harris and Associate.

What do these figures mean when applied to the coffee and tea industry—they mean this. Currently, 18 percent of all coffee and tea purchases are unplanned plus sales and point-of-purchase merchandising materials account

for 11 percent of these plus purchases. If point-of-purchase materials were removed from the supermarket, manufacturers and retailers would experience a 28 percent decrease in coffee and tea sales. But, if more point-of-purchase materials were used to promote coffee and tea, a 69 percent increase in sales could be expected—and these would be full profit sales not half-profit sales!

The Harris organization was interested in potential sales increases, but was more interested in why these increases were possible—how point-of-purchase materials actually motivated the consumer.

His study turned up the following points.

1. **Point-of-purchase materials trigger latent or postponed purchase.**

They turn the shoppers vague desire for a product into an actual sale.

2. **Point-of-purchase materials persuade shoppers to indulge in a treat.**

Most women are quite accurate and orderly in their shopping. Most of them have either a written or mental list of what they want. Yet, the shopper seems to delight in deviating from her list and if she picks up something for herself, she'll usually pick up something for the rest of her family.

3. **Point-of-purchase materials trigger the need for buying something special for key members of the family.**

When a point-of-purchase display promotes a product that is a particular favorite with her family, the shopper often finds it hard to resist. **MORE**



"I DON'T PARTICULARLY CARE FOR THEIR METHOD OF PUSHING TEA."

The Product Picture

The literature listed below contains specialized information of interest to the readers of COFFEE AND TEA INDUSTRIES. It is available simply by filling out the coupon at the bottom of the page.

1—AUGER FILLING MACHINES

FMC Packaging Machinery Division, Philadelphia, has issued an eight page folder describing the FMC line of automatic and semi-automatic auger filling machines.

Descriptive text and pictures point up the features and methods of fill offered on each of eleven standard models suitable for use with coffee, tea, and products in the dry food, and spice fields. A comprehensive chart lists speeds, weight ranges and container sizes for easy evaluation of each machine.

2—AUTOMATIC CAN PACKER

A-B-C Packaging Machine Corporation has introduced a new high speed automatic can packer for packing cans into top loading cases. Speeds up to 1200 per minute can be obtained. No operator is required for the positive automatic feed. The packer may be equipped with an automatic feed for positioning reshipper cases, or a magazine feed to open and feed knockdown flap cases to the packer.

3—CASE-SEALER-TAPER

General Corrugated Machinery Corporation, Palisades Park, N. J. has developed a portable, automatic case-sealer-taper capable of tape sealing random size cases. Plug-in air, water, and electric power connections, are provided for quick disconnections. Design of the unit eliminates the need of one case having to clear machine before a case of different size can enter. According to the manufacturer production may therefore be greatly increased, and economies effected.

4—GLASSINE & GREASEPROOF PAPERS

The Glassine and Greaseproof Manufacturers Association has published a new swatch booklet containing representative samples of the more than 200 grades and basic weights of papers available for protective packaging and for a variety of industrial uses. Bound in the booklet are plain papers, waxed, printed, wax laminated, laminated to foil, metallized, treated for wet strength, etc. The booklet is available on request.

COFFEE AND TEA INDUSTRIES JULY
106 Water St., New York 5, N. Y.

Please send me the following booklets:

1 ☐ 2 ☐ 3 ☐ 4 ☐

Firm Name
Street Address
City and State
Signature Title.....

"how to create a plus sale"

(Continued from page 53)

4. Point-of-purchase materials break the rigid intent pattern in shopping, often releasing a flood of unplanned purchases.

This is one of the most important aspects in point-of-purchase merchandising. The shopper is very systematic in her tour through the supermarket. She knows what she wants and she'll get it come what may. But, once the rhythm of her shopping is upset, once her pattern is varied, once she makes one impulse purchase she'll often go ahead and make two, three or even more impulse purchases.

5. Displayed products give an indication of a price special and a sense of missing something if the purchase isn't made.

The shopper is a bargain hunter and a product on display gives the impression of being a bargain whether it is or not and the shopper's deep-rooted sense of economy makes her feel that she just can't afford to pass it up.

With the revolution in marketing and retailing still erupting around us, it is obvious that continued efficiencies in distribution will be eagerly sought after. Any marketing planning that fails to relate itself to the retailer's cash register is going to fall short of its objective. Today's marketing minded retailer expects and demands substantial national advertising support for the products he handles. He has become less and less impressed with advertising campaigns that are designed to force products into the store and more concerned with merchandising support designed to get the product out of the store and into the consumer's hands with a full profit for him.

"JOINT" warehouse contract set for northern California

An historic agreement giving some 25,000 Northern California warehousemen a 21 cent an hour wage increase was reached during June by union and employer negotiators.

The union had been prepared to strike some 400 firms represented by the Distributors Association and the San Francisco Employers Council. The companies involved, from Salinas to north of Sacramento, handle such products as coffee, tea, soap, spices, drugs, liquor and paper.

The agreement marked the first contract ever negotiated jointly by the Teamster and International Warehousemen's and Longshoremen's Union.

Union spokesmen said it also marks the largest single wage increase warehousemen have ever achieved. At a meeting of the two union's shop stewards it was announced that the joint negotiation of warehouse contracts will be continued on a permanent basis.

Memorandums signed by the unions and the Distributor's Association and the San Francisco Employer's Council cover about 9,000 workers in the Bay Area. However, the pattern set here determines the scale paid by independent employers throughout the northern section of the State.

TEA AND COFFEE VENDING MACHINE MANUFACTURERS

The listing of Vending Machine Manufacturers contained in the directory which follows is published for the convenience of the increasing number of coffee and tea processors who have requested information from the publishers of Coffee and Tea Industries.

COFFEE VENDERS

Concentrate (dry or liquid ingredients)

S. G. Adams Co.
822 Garrison
St. Louis 3, Mo.

Apco, Inc.
1740 Broadway
New York 19, N. Y.

Avenco
740 North Washington Ave.
Minneapolis 1, Minn.

Coan Manufacturing Co.
2070 Helena Street
Madison 4, Wisconsin

Cole Products Corp.
560 West Lake Street
Chicago 6, Illinois

Cup-Pac (Div., Temp-Rex Corp.)
18 Orawapum Street
White Plains, New York

Fred Hebel Corp.
21 Factory Road
Addison, Illinois

J. H. Keeney and Co., Inc.
2600 West 50th Street
Chicago 32, Illinois

Lehigh, Inc.
1500 Lehigh Drive
Easton, Pennsylvania

Marvend, Inc.
P.O. Box 1006
Marietta, Georgia

Northeastern Automatic Products Corp.
30210 Lakeland Boulevard
Wickliffe, Ohio

Rudd-Melikian, Inc.
300 Jacksonville Road
Hatboro, Pennsylvania

Schroeder Industries, Inc.
325 Montvale Avenue
Woburn, Massachusetts

The Seeburg Corp.
1500 North Dayton Street
Chicago 22, Illinois

Steel Products Corp.
40 Eighth Avenue, S.W.
Cedar Rapids, Iowa

Stoner Manufacturing Corp.
328 Gale Street
Aurora, Illinois

Vend-O-Matic Sales, Inc.
11 East 58th Street
Minneapolis 19, Minnesota

Venpak, Inc.
982 Thomas Avenue
St. Paul 5, Minnesota

Vend-Rite Manufacturing Co.
1536 North Halsted Street
Chicago 22, Illinois

Fresh-Brew

APCO, Inc.
(Address above)

Automatic Foods Corp.
3601 North Mozart Street
Chicago 18, Illinois

Bally Vending Corp.
2460 George Street
Chicago 18, Illinois

Bar-Con Electric Mfg. Co., Inc.
612 West Monroe Street
Chicago 6, Illinois

Coffee-Mat Corp.
888 North Avenue
Elizabeth, New Jersey

Continental Vending Machine Co.
956 Brush Hollow Road
Westbury, L. I., New York

Havajava Distributing Corp.
209 South La Salle Street
Chicago 4, Illinois

Perk-ette Inc.
1616 South Michigan Avenue
Chicago 16, Illinois

Rowe Manufacturing Co., Inc.
31 East 17th Street
New York 3, New York

Rudd-Melikian, Inc.
(Address above)

Schroeder Industries, Inc.
(Address above)

Sealpak Corp.
2641 Decatur Avenue
Bronx 58, New York

The Seeburg Corporation
(Address above)

United Coffee Corporation
251 East Grand Avenue
Chicago 11, Illinois

The Vendo Co.
7400 East 12 Street
Kansas City 26, Missouri

Pre-Brew

Coffee Time of America, Inc.
312 South 12th Street
Omaha, Nebraska

John E. Mitchell Co.
3800 Commerce St
Dallas 21, Texas

TEA VENDERS

(Addresses listed earlier)

S. G. Adams Company

Automatic Foods Corporation

Avenco

Cup-Pac (Div., Temp-Rex Corp.)

Lehigh, Inc.

Rowe Manufacturing Company, Inc.

Rudd-Melikian, Inc.

Schroeder Industries, Inc.

Sealpak Corporation

The Seeburg Corporation

Steel Products Company

Stoner Manufacturing Corporation

Venpak, Inc.

Coffee and Tea Patents . . . 1960

Coffee and Tea Industries, in the article below, enumerates the coffee, tea and spice patents issued during the first six months of 1960.

GRADING COFFEE BEANS

Bernhard Martin Aagaard has invented an apparatus and evolved a related **method for grading coffee beans**, whereby water consumption and manpower requirements are held to a minimum. The beans are passed through a tank of water with a jiggling movement. The skins are removed and the beans graded into a first-grade heavy fraction, a second-grade fraction of deformed beans and unpulped berries, and a low-quality float material consisting of skins and poor beans. Each grade is carried to a different zone in the tank. (British 826,415, Jan. 6, 1960).

COFFEE ROASTING

In a **coffee bean roasting machine** and method which retains more aromatics and reduces roasting losses, Joseph Wilhelm Brandl pre-roasts the beans without pressure, draws off water vapors, continues the roast under pressure, and finally injects a cooling agent to at least partially cool the beans without a pressure drop. (U.S. 2,936,528, May 17, 1960).

COFFEE EXTRACTS

In the preparation of a **solid water-soluble coffee extract** known as "instant coffee" which will not foam in the cup, William E. Barch and Ismar M. Reich incorporate a small amount of a fatty acid or fatty acid salt in instant coffee of the usual type. The preferred fatty acids are coffee oil or saponification-hydrolysis products thereof, such as oil from roasted or green coffee, or from spent coffee grounds. (U.S. 2,929,716, assigned to Standard Brands, Inc., Mar. 22, 1960).

In the **dehydration of a coffee extract**, Roderick K. Eskew passes a high solids concentrate through a preheater into a vacuum down-flow film-type evaporator wherein the feed rate, temperature, and vacuum are so regulated that the product emerges as a molten liquid. This liquid is cooled, and the resulting brittle solid is ground to a powder. If desired, a sugar may be added to the molten extract before cooling. (U.S. 2,929,717, assigned to U.S. Secretary of Agriculture, Mar. 22, 1960).

Theodore Kraut describes a process of **treating ground roasted coffee** containing substantial quantities of fine material so as to extract virtually all of the water-soluble coffee solids without inclusion of fines and sediments therein and without pressure drop problems. The fines are separated and formed into pellets, and the pellets distributed through the coarse coffee particles in an elongated extraction zone. Channeling and packing in the extraction chamber are greatly reduced. (U.S. 2,931,727, assigned to General Foods Corp., Apr. 5, 1960).

In the **preparation of a coffee extract** from ground roasted coffee and coffee meal, George Franck and Herbert Guggenheim pelletize the meal and distribute the pellets through the ground roasted coffee in the percolation column, and extract the coffee with water. This coffee extract is free from fines and sediments and is produced without pressure drop problems. (U.S. 2,931,728, assigned to General Foods Corp., Apr. 5, 1960).

In the preparation of an **improved decaffeinated soluble coffee extract**, Irwin L. Adler and Ernest L. Earle flow the extract in a thin film while subjecting it to evaporation temperature and pressure to strip the volatile flavor and aroma constituents therefrom. These constituents are condensed and collected. The stripped extract is contacted with a water-immiscible organic solvent to remove the caffeine. The decaffeinated product is separated from the caffeine-laden solvent and recombined with the volatile flavor and aroma constituents. (U.S. 2,933,395, assigned to General Foods Corp., Apr. 19, 1960).

Michele Bonotto prepares a highly **concentrated aqueous coffee extract** comprising a mixture of extracts from roasted coffee beans and from unroasted preconditioned coffee beans. The extract from the preconditioned beans is

How To Order Copies Of Patents In The English Language

REVIEW OF RECENT COFFEE AND TEA PATENTS

Copies of U. S. patents may be purchased at 25¢ each from The Commissioner of Patents, Washington 25, D. C. Canadian patents are available at \$1.00 each from Commissioner of Patents, Ottawa, Ont., Canada, British patents at 3 shillings 6 pence each from Comptroller, Sales Branch, The Patent Office, 25 Southampton Bldgs., London W. C. 2, England; and Australian patents at 5 shillings each from Commissioner of Patents, Department of Patents, Canberra, Australia.

COFFEE TABLETS

In the preparation of coffee tablets that will make a coffee product possessing natural aroma and fragrance, Frank J. Baume first subjects green coffee beans to a hot stream of gases to scorch and blister the beans and remove loosened chaff and skin therefrom. The beans are then sliced or broken into particles, and the particles dried in a hot gas stream. The dried material is ground, compressed into tablets, and packaged. The container is evacuated, sealed, heated to 375°F., and cooled. (U.S. 2,933,394, 51 percent assigned to Inks Bros., Apr. 19, 1960).

COFFEE OR TEA EXTRACTS

In the manufacture of either coffee or tea extracts, Harold George Cruikshank Fairweather improves the flavor, aroma and clarity of the resulting brew by the addition of a small amount of polyvinylpyrrolidone to the extract prior to evaporation of the water of extraction. (British 832,299, Apr. 6, 1960).

TEA EXTRACTS

In a method and apparatus for making a tea concentrate and subsequently a tea of optimum strength and flavor, tea leaves are sprayed with hot water in a container, and the resulting extract stored at about 135°F. until used. This concentrate may optionally be mixed with hot or cold water at the rate of about 1 part concentrate to 3.3 parts water. The method is described at considerable length by the inventors, Albert Miller Rockwood and David M. Cowan. (U.S. 2,927,522, assigned to Tea Council of the United States of America, Inc., Mar. 8, 1960).

In a process for concentrating a tea extract without loss of aromatic ingredients and with recovery of non-aromatic flavor-producing ingredients, Edward Seltzer and Frederick A. Saporito prepare a hot water extract from processed and dried black, green, Oolong or mixed tea leaves. This extract is then continuously evaporated under vacuum at relatively low temperatures, and the resulting condensate concentrated under atmospheric pressure in an aroma fractionating column. (U.S. 2,927,860, assigned to Thomas J. Lipton, Inc., Mar. 8, 1960).

In the preparation of a solid tea essence or tea essence concentrate which produces a clear iced beverage, the ordinarily cold water insoluble fraction is rendered cold water soluble by treating the tea at elevated temperature with sodium sulfite or other systematically innocuous water-soluble sulfite. Inventor Irving I. Herz shows examples of the treatment of orange pekoe tea containing a high proportion of water insolubles, e.g. 43% of the total of originally dissolved solids. (Canadian 592,211, assigned to Afico S.A., Feb. 6, 1960).

In the preparation of a pure soluble tea extract in powder form, Donald Wetherilt extracts the leaves with hot water, separates the volatile aromatic substances with steam, and condenses these components. The steam-stripped extract is concentrated, and the concentrate mixed with desired amounts of the condensed aromatic fraction, and the mixture spray dried. (Canadian 596,135, assigned to Inredeco, Inc., Apr. 12, 1960).

MORE

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coffee-tea patents

(Continued from page 57)

treated with oxygen at moderate temperature and then combined with the roasted bean extract. This "instant coffee" product retains the natural volatile compounds and other constituents which contribute to the aroma and flavor of the beverage. (Canadian 592,646, Feb. 16, 1960).

To prepare a concentrated coffee extract of desirable color, flavor, taste and aroma, William P. Clinton, Theodore Kraut, Roger M. Stinchfield and Herbert Guggenheim subject ground roasted coffee to countercurrent extraction in a 3-section extraction system including a cold section, a hot section, and a cooling section. (Canadian 593,006, assigned to General Foods Corp., Feb. 23, 1960).

In the production of a coffee extract in the form of a syrup or dry soluble powder, Herbert Guggenheim and Roger M. Stinchfield conduct the countercurrent extraction in a 2-section system including a hot section and a cold section. The product is characterized by desirable flavor, taste and aroma. (Canadian 593,007, assigned to General Foods Corp., Feb. 23, 1960).

TEA BAGS AND THE LIKE (by Title Only)

Infusion bag. (James P. Whelan, U.S. 2,922,717, assigned to Pneumatic Scale Corp., Ltd., Jan. 26, 1960).

Apparatus for applying staples to tea bags and the like. (Adolf G. F. Rambold, U.S. 2,923,936, assigned to Teepak Spezialmaschinen G.m.B.H., Feb. 9, 1960).

Infusion bag and method of making the same. (Lewis B. Eaton, U.S. 2,925,171, assigned to Pneumatic Scale Corp., Ltd., Feb. 16, 1960).

Mechanism for adding tape to tea bag. (Harold L. Bartelt, U.S. 2,939,257, assigned to Bartelt Engineering Co., Inc., June 7, 1960).

TEA PICKING MACHINES

William Howat Leslie Gordon describes an improved tea plucking machine which is mounted on a tractor and equipped with means for controlling the depth to which

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the tea bushes are cut. (British 831,573, assigned to The Uganda Co. Ltd., Mar. 30, 1960).

Leon Loiseau has designed a machine for picking tea leaves continuously from row plants. The picked leaves are gathered by suction and transported to a bagging device. The entire apparatus can be operated by one man. (British 833,167, Apr. 21, 1960).

TEA LEAF MACHINERY

Ian McTear has invented a machine for processing tea leaf after withering but before drying thereof. The apparatus subjects the leaves to a rolling, twisting, bruising and rupturing action in a single continuous operation. (Australian 224,589, assigned to Peter Crobie, Oct. 14, 1959).

TEA LEAF ROLLER

Joseph Cyril McIlveen has invented a tea leaf rolling device which may be operated either continuously or by the batch method and at a pre-designed output. The apparatus consists of a container and a table having a cone at its center. Leaf is fed through ports in the cone at a controlled rate. (British 827,401, assigned to Davidson & Co. Ltd., Feb. 3, 1960).

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One Test for Additives

By ANNA M. WILSON

What a flurry is taking place throughout the United States as testing and re-testing of food manufacturing constituents takes place in an attempt to conform with the new Food Drug Law. The very newness of certain additives on which industry has learned to depend has been a major headache to some. For instance, how can a shipper be quite sure that there is no untoward cumulative effect from the powder with which he dusts his fruit to prevent mold? How can he answer questions about the effect upon the third or fourth generations of users?

True, animal experimentation can tell us much, but man is and always has been an animal-plus and the *plus* is often so much more important than the animal! The only perfect way to test a food ingredient for man is on man—many generations of man. Answers thus obtained would stand up in court but for new and questionable products such testing is of course impossible.

Perhaps this is the reason why in 1957 the Council on Food and Nutrition of the American Medical Association re-affirmed their opinion that "The desirability of meeting the nutritional needs of the people by the use of natural foods as far as practicable is emphasized . . ." Their statement made jointly with the Food & Nutrition Board of the National Research Council in 1954 went on to say, ". . . that education in the proper choice and preparation of foods and the betterment of food production, processing, storage and distribution so as to provide more fully the essential nutrients native thereto are to be encouraged."

Isn't this statement another way of saying that man-tested foods are safest in the care and feeding of man? Were not these two august bodies simply suggesting to us that while many new technological aids may be used safely in the preparation of food, certain ones may be harmful and that the use of too many of them may be undesirable because they promote undue artificiality of the food supply? Perhaps they were also saying that both science and history have a contribution to make in our knowledge of human nutrition.

For thousands of years spices have been tested, "man-tested" as constituents of the human dietary. We do not de-

pend upon the reports of an hour or a week or a year. Spice testing on man has taken place since the dawn of history and is woven like a golden thread through the fabric of civilization. It was a spice caravan to which Joseph's brothers sold him; it was "camels that bare spices" that Sheba brought as a royal gift to the great King Solomon. No, spices are not a new idea; they are just a good, time-tested idea, a natural food ingredient for the improvement of foods.

The Food and Drug Administration has the precedent and the knowledge and wisdom of the ages behind its judgment in the listing of 150 naturally derived seasonings and flavorings as safe for use in foods.

Spices and herbs supplied by the American spice trade are natural food ingredients that have been tested and tested and tested through generation upon generation of mankind.

■ ■

Canadian spicemen meet; elect new officers

Members of the Canadian Spice Association meeting at the Alpine Inn, Ste. Marguerite, Quebec, in June, elected Jack Lewis of Halford-Lewis Limited, Montreal, president. Lewis replaces J. Optiz in the executive position.

Other officers elected by the assembled membership included George T. F. Hillier, as vice president; R. G. Champagne, W. T. Rawleigh Co., Ltd., Montreal, as secretary; and Walter Goetzel, treasurer.

During the annual banquet, the retiring president, Jan Optiz was presented with a silver tray by Mr. K. I. Litster in recognition of services rendered the Association members during his tenure of office. Guest of honor at the banquet included Howard C. Wolf, president of the American Spice Trade Association, and Stewart P. Wands, executive vice president.

ASTA outing planned for September

Members of the American Spice Trade Association are looking forward to the third annual outing of the group to be held September 14, at the Dellwood Country Club, New City, New York. The outing, a popular event with both local and out-of-town association members, will feature a golf tournament and is expected to attract large gathering of spicemen.

Anna M. Wilson is the wife of Dr. James R. Wilson, prominent medical consultant and former secretary of the Council on Foods and Nutrition of the American Medical Association. She is a frequent contributor to national magazines on the subject of nutrition. In this article, she discusses the nutritional significance of natural foods, and gives broader perspective to the Food & Drug Administration's recent decision to add all natural spices to the list of substances generally recognized as safe for use in food.

Regional Trade Notes

New York News

■ ■ New York City's Tea Club held the most impressive dinner of the current season at the Port Arthur Restaurant in Chinatown, on June 23. The event, held in unusual surroundings, attracted the largest number of members and their guests to have attended such an event in the last several years. Part of the appeal of the meeting was furnished by the fact that guests were served out-of-the-ordinary Chinese dishes. George Drachus, of Weddle Tea Co., who master-minded the culinary end of the festivities is to be congratulated for his efforts in this direction. Thanks also are due Elaine Kronor for her continuing efforts in the club's secretarial post.

■ ■ George C. Cholwell & Co., has announced the death of an old friend of persons in the tea trade. George Anderson Huett, managing director of Betts, Hartley & Huett, Ltd., had been a member of the tea trade for almost sixty years. His first association was with Ferguson, Holness & Co., and later with the firm bearing his name, in the post of managing director.

■ ■ Harry F. Speidel has been named eastern regional manager for the Western Urn Manufacturing Co. The appointment is part of the company's current expansion program which includes product distribution in areas east of the Mississippi. Speidel will maintain offices in Warren, Pa.

■ ■ The coffee industry has found that it has an artist in its midst. Samuel Glasberg of the S. A. Glasberg Co., was an exhibitor of "wooden paintings" at the Lynn Kottler Galleries in New York in late June and early July. Glasberg's paintings are done in a completely new medium utilizing rare African and South American veneers.

■ ■ E. G. Laughery, president of the Coffee Brewing Institute has announced the appointments of John De Witt and Robert C. Thomas to be an expanded field service staff. DeWitt had been connected with the restaurant consultant firm of Flambert and Flambert, and will cover the Southwest for the Institute. Thomas, with 22 years of experience as an army food advisor, will work with the trade in the North Central section of the country.

■ ■ S. B. Penick and Co., have announced the appointment of Albert D. Penick as president. He succeeds S. B. Penick, Jr., in the post.

■ ■ Born June 17th, Susan Donna Ross at Mt. Sinai Hospital in New York. The young lady is daughter of Lee J. Ross, advertising manager and director of public relations for S. A. Schonbrun & Co., Inc.

■ ■ Members of the coffee, tea and spice trades will be interested in the approaching New York Premium Show. Slated for the Hotel Astor, Sept. 12, 1961, the show will feature a record number of 314 exhibits showing the products of more than 400 manufacturers.

■ ■ Arthur H. Downey, vice president in charge of research of Magnus, Mabey & Reynard, Inc., died June 13 at Methodist Hospital, Brooklyn. Downey had been a member of the firm since 1921.

■ ■ Henry P. Thomson, Inc., reports the death of Peter F. Harrington, a tea and coffee broker in the Buffalo, N. Y. area for over 50 years. Harrington was a charter member of the Buffalo Food Brokers Association.

■ ■ Jerome Sherman, formerly an account executive with Fred Rosen Associates handling the Tea Council of

America publicity program, has joined the staff of Farley-Manning Associates as supervisor of the firm's Media Department.

■ ■ Jack Rosenthal has joined Chock Full O'Nuts Corporation as vice president and director of marketing. Rosenthal was formerly a vice president and director of research for Donahue & Coe, New York advertising agency.

■ ■ New York Green Coffee Association members held their yearly golf tournament June 28 at the Westchester Country Club, Rye, New York. The turnout was excellent, the weather left little to be desired, and all concerned reported a good time. Golf tournament prizes were lavishly bestowed at the event with the Silver Bowl for low net going to Bill Ansardy. Next in line was Charlie Mattman winner of a \$50 certificate. Guest's low net went to D. Johnson; nearest the pin, to H. V. Delapena. In softball, first prize was awarded Mike Paolino. Doubles winners at tennis went to Don Diamond and Tony Uhlman; door prizes to Arthur Wesp, Jr., George Henschel and Ernie Schaeffer, among others.

San Francisco Briefs

■ ■ Robert C. Powell of E. A. Johnson Company and President of the P.C.C.A. was a recent visitor to Europe on business. Flying the Polar route for the first time proved quite a thrill for Bob. Also away from his desk for a short time to Central America was Edward Bransten of MJB Company.

■ ■ Not to be omitted among world travelers was Tom Duff of Leon Israel, San Francisco, who spent his vacation in the Orient. Tom visited Japanese

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cities and included Hong Kong, Singapore and Bangkok on his itinerary.

■ ■ Attending the National Spice Convention at Shawnee Inn last month was Peter Gavigan, California Commodities Corp. and Frank Frellerson, B. C. Ireland, Inc.

■ ■ Mr. Stanley B. Murray, vice president and controller of MJB Company, has been elected a director of the Controls Institute of America.

■ ■ Application for membership in the Pacific Coast Coffee Association has been received from Volkart Bros., Inc., 117 East Colorado Street, Pasadena, California.

■ ■ The Western Tea Association luncheon meeting was held on June 20th. Forthcoming events on the calendar announced by President Werner Lewald of Transpacific Transportation Co. included a baseball night on July 22nd which finds the S.F. Giants vs Pittsburgh Pirates; also scheduled for Saturday, September 17th, at San Mateo's Huddart Park is the Association's gala annual picnic and steak fry for members and their family. September 15th was set as the next regular meeting by the board of directors.

■ ■ To the San Francisco coffee trade and allied friends, Mark Hall, correspondent for Coffee and Tea Industries for the past 13 years, has been a Mark Twain. He has always had a love for oil painting which he has pursued for many years, and to devote more time to this art he has announced his retirement as western correspondent for this publication.

Mark's journalism career began as a member of the advertising staff of the San Diego Union Tribune, and later, of the Arizona Tribune. Still later he became a publisher's representative and wrote widely for several national publications. His paintings have hung in San Francisco's De Young Museum, Oakland Auditorium, and the Keith Memorial Gallery. He is a member in long standing of the Society of Western Artists and the Oakland Art Association.

The San Francisco coffee industry and friends salute Mark Hall for his devoted years of "coffee coverage" and wish him well "hanging his paintings."

JULY, 1960

Chicago Doings

■ ■ Hills Bros. and Maxwell House coffees each strengthened their positions as the top coffee companies in the Chicago market, according to figures in the 1960 Consolidated analysis.

The analysis, now in its 15th year, is a survey of 5 million families compiled by newspapers in 21 market areas.

A&P and Chase & Sanborn lost ground here. Folger Coffee Co., most recent entry to this market zoomed into third position, taking 9.9 percent of Chicago coffee business.

Across the nation, coffee brands generally held their past positions, although Folger's made the most significant gains. It was number one in nine cities, a repeat of its 1959 record.

Among instant coffees here, Maxwell House continued to be strongest, followed by Sanka and Hills Bros.

Maxwell House led with 34.9 percent of total usage this year, as compared with 33.5 percent in 1959. Sanka rose to 14.8 percent, as against 14.2 a year ago. Hills Bros. slipped to 13.6 percent from 15.8 percent in 1959.

■ ■ Louis Leichtenritt was named assistant comptroller at Continental Coffee Co., according to the firm's controller Stanley Owens. Mr. Leichtenritt joined Continental in 1947. He formerly headed the company's auditing department.

In other continental appointments, Joseph Micek was named chief account-

ant. He formerly was accounting manager at Guardian Electric Manufacturing Co., Chicago.

Leonard Frank, former comptroller at Happiness Tours, Inc., here, was named head internal auditor for Continental.

■ ■ New supermarket construction slowed down here in the first half of the year. Chains were one or two units behind program due to inclement spring weather.

A&P and Kroger plan to open more new stores this year than last. Jewel Tea and National Tea, on the other hand, are letting heavy construction programs of the past few years catch up. They have slated fewer new units this year than last.

■ ■ This year marked the start of Kroger's five year plan to rebuild its Chicago market position. The Cincinnati (O.), headquarters firm, ranked third among the nation's supermarket business, hopes that adding 75 to 100 large supermarkets in the next half decade will enable it to recapture its former Chicago position.

■ ■ The Fred W. Albrecht Grocery Co., which owns 26 Acme supermarkets in the Akron, O. area, has bought out Akron Coffee & Grocery Co., its chief area rival in the institutional wholesaling field.

Last year, Akron Coffee did \$2¼ million in sales. Some \$1 million of Albrecht's \$35 million volume in 1959 came through institutional sales.

■ ■ National Tea Co., the country's fifth ranked food chain, ended its first half three percent ahead of 1959 figures, according to chain president Harley V. McNamara.

■ ■ National grossed a record half year mark of \$386,226,223 for the 24 weeks ended June 18. This compares with \$374,742,583 in volume a year ago.

■ ■ National Tea's investigation by the Federal Trade Commission on charges of violating the anti-merger provisions of the Clayton Act will resume this fall.

■ ■ The Nestle Co. has embarked on a program of home distribution of two 10 cent-off-coupons to plug its Nestea instant tea here.



Harry X. Kelly (l.), chairman of the executive committee of Mississippi Shipping Co., was presented Brazil's Order of the Southern Cross in June. Brazil's Ambassador Salles makes the presentation.

Regional Trade Notes

New Orleans Notes

■ ■ Harry X. Kelly, chairman of the Executive Committee of the Mississippi Shipping Co. Inc., was presented with one of Brazil's highest civilian decorations, the Order of the Southern Cross, here in June. The presentation was made by Walther Moreira Salles, Brazilian ambassador to the United States, during a three-day visit to New Orleans. Ambassador Salles said that the Delta Line "performed an important role for the improvement of commercial ties between Brazil and the United States" by being a pioneer in such trade. "Mr. Kelly, in his administration of the business, aided this commerce considerably by his personal interest and contact with Brazil," Ambassador Salles stated. In accepting the decoration, Kelly expressed his sincere appreciation and, pointing to the growing commerce between the republics of Brazil and the United States, said, "In this turbulent world of today, we have been standing together and must continue to stand together if we are to look forward to International peace."

■ ■ The Brazilian Ambassador, Walther Moreira Salles while here in June addressed the Members' Council of the Chamber of Commerce. Ambassador Salles said his country will not be able to realize its potential as a free world force without the co-operation of the United States and other capital exporting countries. The Ambassador indicated that the action of the Louisiana legislators which has removed green coffee stocks from ad valorem taxes would help firm up the coffee market.

■ ■ Lykes Brothers Steamship Company of New Orleans received the American Merchant Marine Institute's annual "Atlas" advertising award. Presentation was made in New York following the institute's Maritime Day ceremonies. The winning advertisement depicted a freighter sailing down a football field and was entitled "All American Team—your Merchant Marine." Larry Guerin, public relations and advertising manager of Lykes, accepted the award for the company.

■ ■ The favorite topic of conversation among the coffee trade is complete success of the annual picnic which Dupuy

Storage and Forwarding Corp., arranges for the coffee trade and allied businesses. It was held in City Park with softball, contests and games for men, women and children. Refreshments and food as well as numerous prizes were supplied by Dupuy. Tom Buckley of Buckley and Forstall and Bill Morgan of the N. O. Board of Trade, won both the egg-throwing contest and the ball-in-a-barrel contest. Several hundred picnickers enjoyed the affair and the softball game.

■ ■ Elie S. Saltoun, of Probras Import and Exportadora, Rio, was a recent business visitor in New Orleans. While here he made his headquarters at Buckley and Forstall, local representatives of the Rio firm.

■ ■ Mr. and Mrs. Laz Aron, of Commercial Import Company, have returned from a business and pleasure trip to Chicago.

■ ■ David Kattan of Lake Breeze Coffee Co., has flown to Honduras on business.

■ ■ Mr. and Mrs. W. H. Kunz of W. H. Kunz and Company, have made a business trip to Vitznau, Switzerland.

■ ■ U. L. Roy, Eastern Sales Manager of the Standard Coffee Company, has returned from a business trip to the West Coast and the Gulf Coast and leaves shortly on a business trip to the East Coast.

■ ■ Frank A. Nemec, senior vice-president and director of the Lykes Bros. Steamship Co., Inc., was named the "Man of the Year" by the Propeller Club of the United States, Port of New Orleans at the Club's meeting in observance of National Maritime Day. Mr. Nemec is also secretary and treasurer of Lykes Bros. and treasurer of the Chamber of Commerce of the Greater New Orleans Area.

■ ■ Jack Marks, coffee broker, with Mrs. Marks, has returned from a vacation at Miami Beach, Florida.

Country-Wide Briefs

■ ■ Borden Foods Company has initiated a premium offer to promote sales of Borden Instant Coffee during the

summer months. Three pairs of stretch gloves will be mailed directly from Italy to consumers who mail in \$1. and a label from any size jar of instant coffee. The offer is being made in 91 newspapers in 62 cities across the country. Up to 16 ads will appear in each paper during the course of the eight-week promotion. Point-of-sale tags with all three sizes of the product are expected to stimulate impulse buying.

■ ■ Jewel Tea Co., Chicago, has announced that they have joined with a Belgian department store chain in furthering supermarket operations in Europe.

■ ■ Rich-Taste Coffee Co., New York, has introduced Mocha-flavored instant coffee to the market. The product, which will be marketed nationally, is priced to retail at 79 cents for the two-ounce jar.

■ ■ Cory Corporation of Chicago has announced marketing of its new ten-to-40 cup AP40 Buffet Queen coffee percolator. The appliance, styled in chrome, with black plastic handles and base is equipped with automatic controls and will retail in the neighborhood of \$39.95.

■ ■ Dodge and Olcott, Inc., have named Kenneth W. Hartley vice president and general manager of the 161-year old spice and flavoring house.

■ ■ James M. Welsh has been appointed to the newly created position of general manager of the McCormick division of McCormick and Co., Baltimore.

■ ■ E. A. Sauer, is the newly named executive vice president of C. F. Sauer Co., Richmond, Va., manufacturer of spices and extracts.

■ ■ An agreement proposing the merger of the Lassiter Corp., into Riegel Paper Corp., of New York has been signed. Riegel is a primary maker of flexible packaging material for the food industry.

■ ■ Dr. Ernest Guenther, vice president and technical director of Fritzsche Brothers, Inc., New York, has been named president of the recently established Society of Economic Botany.

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NEW GROWTH MARKET FOR COFFEE AND TEA IN THE SPECIALTY FOOD BUSINESS

Not too many years ago the specialty food business was limited to a comparative handful of gourmet shops located throughout the United States. Today, this still young business represents one of the most important new growth markets in the entire food industry. Approximately 500 food manufacturers are now selling to some 6,000 outlets including specialty shops, department stores, independent retail stores, and supermarkets.

In point of fact, this quality food business has now grown to the point where it can sustain a major trade show, and this year's edition, the Sixth Annual National Fancy Food Show is to be held at New York's Hotel Astor from August 21 through August 24. Featured will be the products of 150 specialty food manufacturers who will show 9000 products to an expected 18,000 buyers. Prominent among the exhibitors will be members of the coffee, tea and spice industry.

The annual show is sponsored by the National Association for the Specialty Food Trade (NASFT), founded 8 years ago. Its president is David D. Shaffer, of Shaffer, Clarke and Co., known in the tea industry as North American importer for Ridgeway's English Tea.

First of all, according to Mr. Shaffer: "There has been a general upgrading of consumer eating and en-

tertaining habits in our expanding economy. Increased travel abroad, giving American consumers the opportunity to try specialty foods in their native settings, is another important factor, since this creates a demand for these items at home. In fact, the demand has become so great for quality foods that more and more American manufacturers are going into this business."

Mr. Shafer also feels that "improved manufacturing practices with resulting high quality, and improved packaging with luxury appeal" have raised the general level of the industry.

"Coffee, tea and spice industries in the specialty food business have grown dramatically along with this rise in business. Our first show had but a handful of coffee, tea and spice exhibitors, while this year we already have many exhibitors in these fields. All of them realize the tremendous growth opportunities afforded by the specialty food business. For instance, supermarkets with quality food sections have no difficulty moving this merchandise even though it is higher-priced than the popular-priced products. Rather than take away business, these items represent *additional* business. And the tremendous buyer attendance indicates that more and more operators realize the vast additional business potential given them by specialty foods, including coffees, teas, and spices."

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